

Heard's Ability Proved...

SEVERAL years ago Texas Tech was under fire from the State Legislature. It was alleged that the school was little more than a teachers' college, and there was a reluctance to appropriate necessary funds for maintenance. One man, at least, in Tech decided that never again would anyone in Texas be able to criticize his department—that man was M. E. Heard, head of the textile department.

Fighting for every small grant for his department, Heard raised the textile engineering department from an insignificant beginning to the most respected of its kind in the nation. While college authorities looked to scientific curriculums in vain, Heard pursued a practical course of instruction, graduating every textile student from his department with a position in his chosen field. That alone is a record unequalled by any other department.

And that isn't all. Approximately 20 per cent of Tech's textile graduates are making \$5,000 per year or more!

Heard graduated from Texas Tech with a B. S. degree. His interest has always been centered around the welfare of his *alma mater*. The more difficult and diversified his duties became, the more he labored. Today he stands recognized throughout the South, and even the nation, as an authority in cotton, woolens and textiles. In assuming the position as dean and director of the largest textile school in America, for 50 years under the leadership of one man, Heard at 36 has accomplished what many have not in an entire lifetime. Selected by the Philadelphia school as the nation's outstanding candidate for the job, Heard has been paid a compliment in keeping with his talents.

It is unfortunate that Tech must lose a man whose capacity for hard work, organization ability, wide knowledge and sympathy for cotton problems of the South are so much in demand. Heard's career at Tech has been anything but easy. His problems have been many and complex, but he leaves the college with the friendship and best wishes of very faculty member and student who admires and respects a resourceful and intelligent executive.

It is also the hope of those friends that sometime in the future an Honorary Doctor's Degree will be conferred upon M. E. Heard for outstanding service to this college, to the community it serves and to the advancement of an industry which is an essential to our national economy.

Citizenship Rates Low ...

YOUR publications officers for the 1940-41 session are now elected. Did your man win?

Ture to the democratic tradition of electing officers with less than 50 per cent of qualified voters participating, the victorious candidates were in reality elected by a small minority of students who manifest a desire to have a hand in running their own student government. The balance played golf, attended a movie or sipped drinks along the avenue.

About 100 students turned out Wednesday night for the political rally. KFYO radio station was good enough to donate 30 minutes on the air for candidates' speeches. Dean Allen blessed the event with his presence, it was well-publicized; yet one-fortieth of the student body was present.

The man or woman who criticizes the policy of THE TOREADOR and LA VENTANA next year should be taken out and horsewhipped; that, it seems, would be suitable punishment for a person who evades his responsibilities yet claiming a "constitutional" right to raise his voice in protest against whatever policy those officers may pursue.

The six or seven brave band members who headed the parade comfortably esconced on a truck are to be commended, but the band itself overlooked an opportunity to participate in a real college service.

Until Tech students can learn to interest themselves in bettering conditions all admit to be bad, they will never carry forth from this college requisites of a good citizen in the community. One day, these students who neglect opportunities to express themselves in government will hark back to the beginning and wish for themselves "if I had only known!"

One of the brighter lights on the campus says that a prof who comes to class five minutes late is rare—in fact he is so rare he is in a class by himself.

THE TOREADOR

THE TOREADOR, student newspaper of Texas Technological College, is published every Monday and Saturday on the campus of Texas Technological College at Lubbock by students of the journalism department.

Entered as second class matter, October 31, 1925, at the postoffice in Lubbock, Texas, under the act of March 3, 1923.

Editorial offices, Engineering building, 3, 4, 5. Telephones: College switchboard; Night Editor, 1286.

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**Things That Happen
On The Campus**

Record vote piled up in publications election. All the ballots used up and it is Tech press to the rescue. More are printed and everybody gets to pick and choose . . . Students comparing notes on who voted for who . . . Candidates buying aspirin and hoping for the best . . . Zealous supporters of Eddie Kidd and their election eve serenading, reminding one of W. Lee O' the original . . . Heavy coats go in the closet, baseball gloves and flashy spring clothes come out as spring shoves over the horizon . . . The boy who advertised for an escort, preferably blond, beautiful and owner of a '40 model Buick, to take him to the Leap Year dance . . . Wonder what luck he had?

Down Town

The Plainsman, columnist in a downtown paper, shouts to the skies that Lubbock is gonna be a real city some of these days; yeah, man, we're gonna have a fire station with a pole to slide down! And he says if we had an office building with revolving doors, then we would have a somp'n—and next day the architect for the new Lubbock National building brags that there will be TWO revolving doors in it when completed—which will probably be in August, 1973 . . . All three Lubbock book courses getting a big rush all week . . . Lubbock business girls toss a Leap Year party in the Hilton and everybody has fun, especially the business girls.

In The Nation

Politics get in full swing. Wilbert Lee O'Daniel and Franklin Delano keep quiet on the proposition of running again, but everybody else talks plenty about it . . . Some guy named Mead from Sangelo announces for lieutenant governor, with a platform of eat, drink and think as you please . . . Which means that he'll be on the opposite side of fence from Wilbert Lee, who will run on a prohibition platform. Which is what expert observers, including H. C. Pender and Cholly Guy tell us . . . Repubs win in Ohio elections, and claims and counterclaims fly endlessly.

Over Seas

Sunny Sumner Welles pays friendly calls on Mussolini, Hitler, et al . . . Of course the noosepeppers holler about trying for peace and all of that stuff, but don't kid yourself . . . There'll be no peace for a while yet, and you can bet on that . . . Behind Welles' visit to Yurrop lies FDR's politicking—and he's the finest master of the art . . . When convention time comes, the Big Boss will holler, "Look, we've started something now, we've got to finish it; you can't change horses in the middle of the stream."

How Much Is \$10...

SOME two months ago a request was made of the college by the International Relations club for \$10 to help defray expenses of local delegates to the annual regional conference. This conference was founded at Texas Tech and today it numbers nine colleges and universities in Texas and New Mexico in its membership. Tech delegates prepared papers at the request of the Carnegie Foundation for International Peace, a task involving much research and initiative.

Wednesday came the report that the usual assistance (\$10 in this case) would not be given "because no sanction had been given to the expenditure by the Attorney General."

Today Tech's delegates are doing at their own expense what to the college is an insignificant item. They are in Albuquerque, N. M., cooperating with the Carnegie Foundation and world-renowned authorities in international affairs to contribute some small something toward a better world order. At a time in history when the understanding of world problems are paramount to the youth of all countries, and when every college and educational institution should be putting additional emphasis on the study of international affairs, Texas Tech, instead of encouraging such projects, cuts out entirely.

Delegates from Tech will bid for the Texas-New Mexico regional conference convention in 1941, in spite of refusal of the college to cooperate. They feel that even though the college does not seem to be at all interested in the movement, there are enough students who are interested in the conference to furnish hospitality and entertainment a convention of 300 young men and women deserves. Certainly the conference will go where an interest in such work is appreciated.

Texas Tech is not a state educational institution exclusively. Its influence recognizes no state lines, and it will never fulfill its purpose until it realizes that education is universal in scope; that a ten-dollar bill invested in such ventures is not lost to the college nor to its students.

The CAA trainees are getting instruction in blind flying and navigation. We suggest a civilian project to embrace the high-flying students who do tailspins, stalls and spot landings in Avenue joints. Sort of a Collegian Conservation Course.

We Introduce

Ray L. Chappelle, head of the department of agricultural education since 1936, Mr. Chappelle was born in Chicago, Ill., attended Texas A. & M., where he received his B. S. degree, and Texas Tech, where he received his M. S. degree. He is now working on his doctor's degree at Colorado Agricultural College. After graduation from A. & M., he spent two years in France during the World War after which he taught in A. & M., served as county agent at Cleburne, salesman for Prolina Mills, and vocational agricultural teacher at Fearrall, Texas. He is a member of Alpha Tau Alpha and spends his spare time entertaining his family of four children.

And . . .

Haskell Grant Taylor, instructor in economics and business administration, and sponsor of two clubs, one of which is the Wranglers social club, and the other of which is a divisional enterprise—the Tech Accounting company.

He is sponsor of the sophomore class, was married on Sept. 5, 1939, and rates himself a fair tennis player.

Has a B. A. and B. B. A. degree from Tech, and has attended McMurry, Tech, and the University of Colorado.

More than one-half of the University of Wisconsin alumni live in the Badger state.

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Modern Fairy Tale Unravels As Story Of Tech's Textile Department Is Related

As fantastic as many stories which have graced the pages of fiction are the true life experiences of the students who have been trained in Tech's nationally known textile department under the supervision of Prof. M. E. Heard. Wearers of fabrics made by Tech students include princes, presidents, American Indians, released convicts and other characters which include many variations of the scale of mankind.

trained at Texas Tech.

Prince Gets Material

While two Tech students were on a trip to England a few summers ago, they took some material from the Tech looms and presented it to the Prince of Wales (Duke of Windsor), who had a suit made from the material.

Among the nationally known men who have Tech-made suits in their wardrobes are President Franklin D. Roosevelt, Vice-President John Nance Garner, Judge James V. Allred, Governor Lee O'Daniel, Postmaster General James A. Farley, Senator Tom Connally, Amon G. Carter and John W. Carpenter. Both Allred and O'Daniel were inaugurated as governors of Texas in Tech-made suits. Mrs. O'Daniel also wore a Tech-made suit at the inauguration ceremonies. Former governors James E. Ferguson and Miriam A. Ferguson were presented with Tech-made suits and Governor Ferguson was recently complimented by an associate in Austin on the fine appearance of his Tech-made suit after it had been built to size.

Horatio Alger stories are told when Prof. Heard relates how one Tech student was unable to stay in school and he secured a position in a hand-weaving establishment in Santa Fe and has since been promoted to become general manager of a company which has customers throughout the United States.

Coed Makes Success

As an extra activity a coed learned hand weaving and helped support her family after leaving school and then took a civil service examination and made the highest grade which qualified her to inaugurate a weaving project on a Sioux Indian reservation in Rosebud, N. D. This is the story of Miss Flora Goforth, who has taught thousands of Sioux Indians one of the ancient crafts in a modern method.

Several years ago the superintendent of the United States reformatory in El Reno, Okla., heard about Tech's activities in the textile field and since he was a native of Maine, a highly developed state in the textile industry, he decided to send some of his staff members to take a short course at Tech. On two occasions the reformatory technicians came to Tech and learned the art of hand weaving and took some of the blue prints of the looms back to El Reno with them and since that time all of the released convicts of that institution have worn suits which were made from wool sheared from sheep raised at the reformatory and the other processes of scouring, dyeing, carding, spinning and weaving are accomplished by the inmates who have learned the technique from men.

National Publicity Gained

National and international publicity has been achieved by the pioneering work Prof. Heard and his department have done for the processing of wool in Texas. Prof. Heard aided in the survey on wool scouring made

Ten Co-Eds On Roll In Women's Press Society

Report on eligibility for membership in Women's Press club shows that ten students have qualified.

Those meeting the requirements for membership this semester are Virginia Glenn, Daphne Hutchings, Margaret Martin, Florence Meekma, Evelyn Moore, Doris La Rue Stapleton, Mary Beth Tomlinson, Ruby Nell Smith, Paula Howard and Jeannie Jeffries McDonald. With the exception of Miss McDonald all of these students were members last semester.

Women's Press club, honorary organization petitioning Theta Sigma Phi, national honorary society for women journalism students, is composed of junior senior and graduate women students who have either a major or minor in journalism and have completed at least 6 hours of journalism. They must have a B average in all journalism courses and a C average in all other courses taken since college entrance.

Plans are being made by the club to sponsor a style show March 13 and hold the second freshman journalism girl's forum in April.

THESIS IS PRINTED

"Marcel Proust and His French Critics," by Dr. Douglas Alden, instructor in French, has just come off the press of Lymanhouse, Los Angeles, Calif. A copy of the book has been presented to the library, according to Miss Elizabeth West, head librarian. The book is a revision of Dr. Alden's doctor's thesis.

by the Texas Planning Board and he made trips to the New England and Middle Atlantic industrial centers to bring firsthand information on this industry back to Texas. The first wool scouring plant will soon be ready for operation in San Marcos.

Hand weaving of woolens is one of the first operations learned by students in the textile department and with the activities of this primitive art, Prof. Heard has opened channels of service and opportunity to many students and has gained a national reputation for his department as well as for himself. This is only one phase of Prof. Heard's activities. His research and activities in the field of cotton-ginning, cotton-improvement and his work with the state-wide cotton committee have brought him further honors.



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DOUBLE T

What You Got, Say SWC Moguls

TRENDS AND TOPICS

By JOE PIERCE
Toreador Sports Editor

Fifteen years ago, Wenzel Louis Stangel made a bet—and lost. That was in 1925; Texas Tech was embarking on its first year of existence—and it had a football team.

Stangel was chairman of the athletic council, as he has been since.

Tech played football on the bald prairie somewhere near where the men's dormitories are now. E. Y. Freedland was head coach, athletic director and general flunkie of the athletic department.

Tech played nine games that fall, losing one, tying three, winning five. Their competition was such schools as Wayland Junior college, Sul Ross, Howard Payne, Abilene Christian.

Stangel wagered that Tech would be in the Southwest conference by 1936. Pretty optimistic, wasn't he?

All his life Prof. Stangel has been pretty much wrapped up in athletics. He organized the first football team at North Side High in Fort Worth, served as its captain, coach and quarterback. Later he played intramural football and baseball at A&M. Two years he was named on the all-intramural team and once was its captain. Major league scouts were attracted by his baseball ability, but he chose to remain at A&M as a faculty member.

In 1920 he was selected a member of the A&M athletic council and served in that capacity until he came to Tech in 1925.

Since then it has been his greatest ambition to get Tech into the Southwest conference. So far he has failed.

Why?

There have been numerous answers to that query. Members of the conference say they do not desire to increase the size of the circuit. That is probably true, but there are other reasons, also. Prominently mentioned as a contributing factor in keeping the school out of the conference has been reported ill feeling between Tech coaches and Southwest conference coaches.

Other authorities say that Tech is weak in minor sports and is thus handicapped when applying for membership.

Mr. Stangel has a different slant on the situation, one that we had never heard before; says he:

When you start talking Texas Tech to the Southwest conference you run into this statement: "I can see that the conference would be an asset to Texas Tech, but I cannot see that Tech can in any way increase the prestige of the conference."

In other words it is a matter of what is in it for us.

Now that is a hard question to answer. When you get right down to the facts of the case, Tech hasn't much to offer the other schools of the conference. Sure, we can hold our own with them in basketball or football.

But holding our own isn't going to get us into the conference. To get in, we must show the schools of the league a chance to draw bigger crowds or add prestige in the national football setup.

We have one answer to their question: the fact that there are roughly 10,000 alumni and ex-students of Southwest conference schools residing in the Texas Tech territory. These people are anxious to see their alma mater play Texas Tech; they don't get a chance to see their teams play very often. Bringing them to Lubbock would give them that chance.

We hadn't heard that viewpoint expressed before, but it certainly sounds far more logical than most explanations we've heard.

Mr. Stangel wasn't through. He had plenty more to say: Let's listen:

"Our primary aim is not to get in the conference but to schedule games with conference schools. We feel that they are our natural opponents. To show you what I mean: Last fall, only two of more than 50 boys on the football squad were from outside Texas. We played 11 games, all with out-of-Texas teams. It would be only natural for these Texas boys who represent the third largest educational institution in the state to compete against representatives from other Texas schools rather than with teams from Montana, Wisconsin and so forth."

"So long has it been since we played any of those Southwest conference teams that we have almost ceased to regard ourselves as part of Texas."

The reasons mentioned above—possible unpopularity of coaches and lack of a minor sports program—for barring Tech were dismissed lightly:

"I should not like to believe that any organization so large, so well-respected as the Southwest conference would allow personal prejudice against any one man to prevent them from allowing 4000 students of Texas Tech from being represented in the conference . . . Tech's golf team can compete with that of any Southwest conference school; it holds the Border conference title, and did so long as we were members of the loop. In tennis we were always second or third. We were told that we could not have a baseball team here because of the weather. That has been disproved by the Lubbock Hubbers professional team, and Tech WILL have a baseball team in the near future."

That's what Mr. Stangel thinks about it. In last issue we gave you the viewpoint of Weldon Hart, sports editor of an Austin paper. What do YOU think? Your letters are invited.

Raiders End Season, Losing To Austin Teachers, 48-50

(Special To The Toreador)

El Paso, March 2—The collegiate basketball trail came to an end for four members of Texas Tech's grand little basketball team here Tuesday night when the Red Raiders lost a second-round Southwestern Invitation game to Stephen F. Austin, 50 to 48.

Playing without the services of forward Robert Percival, who was at home in Lubbock entertaining a brand-new son, the Raiders were sorely handicapped. Bauman Roper and T. L. Gilley fouled out late in the game, adding to the woes of the Raiders.

Tech started fast and held a 30-20 lead at half-time; then the Lumberjacks started coming up fast to tie the score at 40-40, then at 44-44, 46-46 and 48-48.

Then with less than a minute to go, Forward Matteson of the Nacogdoches team broke down the floor to cage a crisp shot that won the game, 50-48.

Curly Risinger and Bauman Roper topped the Tech scoring with 10 points, but were far behind Center Samford of Austin, who caged 22 points. Samford's pivot shots proved deadly for the Raiders; they never found an effective defense for his accurate whirling tosses.

It was the third victory of the season for the Lumberjacks over the Raiders; they copped two from Tech in Nacogdoches early in the season.

The game was the final one of the season for Tech, barring possible post-season games. Their record is now 19 won, 7 lost.

It was also the final collegiate game for Bauman Roper, Curly Risinger, Marshall Brown and T. L. Gilley. Robert Percival has also completed his eligibility, but did not participate in this contest.

Track Men Trek To Laredo For Border Olympics

Texas Tech's abbreviated track squad, seven members strong, leaves next week for Laredo to participate in the Border Olympics, scheduled for March 8.

Making the trip will be Bobby Holmes, dashes and relay man; E. J. McKnight, dashes and relay; James Foster, holder of the Border conference record in the 440-yard dash; Newman Ledbetter, weights; Jo-Jo Mason, weights and field events; and J. R. Caldwell, mile.

Mason, a transfer from Miami, Okla., Junior college, is rated a good chance to make a showing in the Laredo meet, along with Foster.

A week after the Laredo meet, the Tech team will journey to Austin to participate in the Texas meet.

The box score:

Stephen F. Austin (50)

FG FT TP

White, f 3 2 6

Brown, f 2 3 7

Roper, c 5 6 10

Patterson, sc 0 0 0

McKnight, g 4 2 10

Geron, g 3 0 6

Gilley, g 1 5 7

Totals 18 12 48

FG FT TP

2 1 5

Cook, f 0 1 1

Franks, f 0 1 2

Cupit, sf 1 1 3

Samford, c 10 2 22

B. Franks, g 3 5 11

L. Franks, g 1 3 3

Baron, ag 1 1 3

Total 19 12 50

Hannibal Score: Austin 20, Tech 30

Personal Fouls: Cook, Haney, Samford, B. Franks 3, L. Franks, Baron 3, Brown, Roper 4, Risinger 3, Geron 2, Gilley 1

Free shots missed: Matteson 3, Samford 3, B. Franks 2, L. Franks 1, White, Gilley 3.



W. L. STANGEL

Island Pictures To Be Shown To Clubs

O. D. Hargis, Lubbock engineer, will show pictures taken in the Philippine Islands and Central America Monday night at 7:30 o'clock in Room 220 of the Administration building at a joint meeting of the Latin and Spanish clubs.

Mr. Hargis took the pictures on a trip last summer while acting as chairman of a mission for the government to locate a place for Jewish refugees. Many of the pictures are taken from the air, most are in technicolor.

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GET YOURS TODAY AND ENJOY THE DIFFERENCE

Recreation Park To Open Sunday

Clarence Fox Invites Tech Softball Series

Versatile Hipockets Overton Takes A Lot Of Raider Color With Him As He Graduates

By BILL WOOD
Toreador Sports Writer

Filling a long-felt need among Lubbock sport lovers, Clarence Fox, former proprietor of a College Avenue cafe and bookstore, tomorrow will open the Fox Recreation park, just north of the Texas Tech campus on College avenue.

Students and downtown links

fans who wish to improve their game will be given free instruction each day and night in the park's driving range. Twenty-five cents is the admission price for one tray of balls.

Powerful lights have been added to the range for night driving.

In addition to his driving range, Fox is building an 18-hole miniature golf course with grass greens, which will be ready for play about June.

Fox also announced that the Texas Tech dormitories softball league playoff would be staged in the park free for a five-game night-series in May. The park will give a plaque to the winner.

In the summer Fox plans to stage a number of softball and baseball tournaments, midget car races and boxing and wrestling.

Sled Allen, ring-wise Lubbock and South Plains promoter will be in charge of wrestling matches at the recreation park.

All boxing will be team-matches between Lubbock and visiting ama-



ELBERT OVERTON

During those two years Hipockets occupied himself with absorbing education and looking forward to the day when he'd play against a New Mexico team.

In 1938 he did. Ninety per cent of that 17-7 Tech victory was played in the final two minutes and Hi opened the firing with a kickoff-tackle that his coaches called one of the hardest they'd ever seen. It's an old and oft-told story how Jumping Jodie Marek grew warm, then white-hot to lay

that conference game on ice with a field goal, a touchdown and extra point in the waning seconds of play . . . but what was important to the Yeo Kid was that he had shown New Mexico athletes what a few years in Texas will do to toughen a guy.

Hi lettered that year and again last year. When the University of New Mexico Lobos journeyed to Tech field last fall, William Elbert drew the pivot post assignment. Rex Williams was injured. And the big Sunshine state star turned in a brilliant performance during his 56 minutes of play.

When the Raiders rambled to Dallas' cotton bowl in '39 they almost played second fiddle to Hipockets' popular jig band. With him in that enterprise were Charley Calhoun, guitar player, Lloyd Taliaferro on the mandolin, Elmer Tarbox, another guitar player, and Phillip Harmon, the jug-blowing member of the quintet.

His coaches will tell you that Elbert Overton, all 230 pounds of him, owns one of the greatest spirits a Tech athlete ever carried. He has been good will man for the coaching staff for three years.

When Hipockets leaves this summer to return to the 200,000 acres of his father's ranch as general manager, a great amount of Red Raider color, as well as a staunch athlete will leave with him.

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