



# TEXAS TECH vs CENTENARY

Homecoming

October 24, 1936

Price 10c

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To

Coaches Cawthon And Smith

And To The Matadors



—From A Tech Booster

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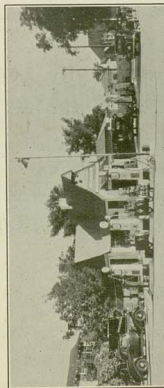


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PETE CAWTHON  
Head Coach



KERR BROS.

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This Station Is Operated By Tech. College Students  
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LUBBOCK, TEXAS

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Growth of Texas Tech  
"On The Drag"

Sodas  
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This Space  
Compliments  
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**BROADWAY AND  
LYRIC  
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"Don't Get Too Close - It's Unlucky!"

✽  
Photos of  
Matadors in this Program  
by

**Daniel Studios**

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Between Hemphill-Wells and Bdwy.



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when you build a home—

**Telford Lumber Co.**

**Yards  
Lubbock**

Whiteface Anton Wolfforth



DUTCHY SMITH  
Line Coach

**Fight Matadors**

We are behind you and  
for you in all your games  
... either here or in other  
parts of the nation--

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**THE TAILOR**

**Dodge -- Plymouth**

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BERL HUFFMAN  
Freshman Coach



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Tech Students, Alumni, Fans and Friends Are Always Welcome at

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Delicious Food

Coffee Shop

Moderate Prices

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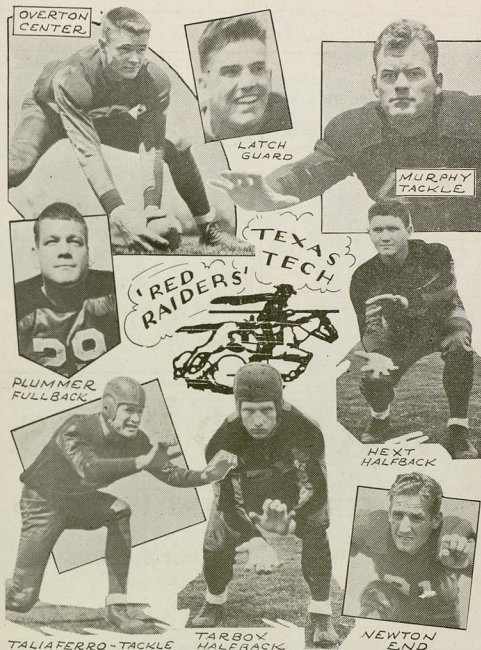
## Sporting Good Dept.

The newest and largest in the Panhandle selling direct to the school

### Everything For Any Sport

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Lubbock, Texas



### Co-Ed Beauty Shop

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1115 Ave. K

Ethel Kline, Prop.

Phone 321

## The Collegiate

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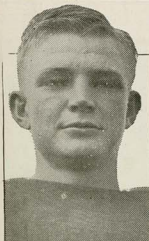
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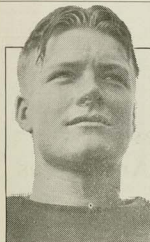
Broadway and Avenue J

In Lubbock—It's Penney's

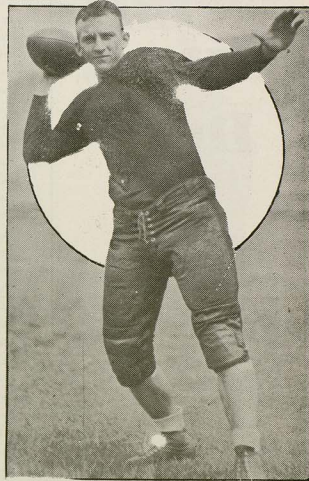
## Keep An Eye On These Gentlemen



BRODDIE WALLER  
Tackle



BOB DECKER  
Tackle



AL BEASLEY—Hard driving Junior Back. Al replaces hard charging Stone, Centenary's No. 1 tailback. Beasley is also a punter and passer.

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1314 Bdwy. Phone 160

## Texas Tech Football Roster

No.	Name	Pos.	Wt.	Town
12	Reese, Harry	HB	145	Royce City
13	Cannon, Demp (C)	QB	165	Slaton
14	Chapman, Miles	HB	160	Dallas
15	Chernosky, M	HB	170	Ennis
16	Johnson, Earl	C	170	Dalhart
17	Duval, Charley	QB	170	Sherman
21	Tarbox, Elmer	FB	170	Higgins
22	Curfman, Raymond	E	170	Electra
23	Smith, Ed	HB	165	Del Rio
24	Alexander, Louis	C	175	Muskogee, Okla.
27	Hemsel, Chester	T	180	Greenville
28	Nelli, Jim	HB	180	Brownfield
29	Brown, Jim	G	190	Kerrville
30	West, J. W.	E	185	Memphis
32	Plummer, Alan	FB	190	Beaumont
34	Neeley, Thomas	QB	185	Sayre, Okla.
37	Greene, Wilmer	G	190	Gainesville
38	Wiggington, Tox	C	190	Chillicothe
39	Baze, Winny	HB	180	Robert Lee
41	Philbrick, Geo.	E	175	Dallas
42	Winter, Geo.	FB	190	Dallas
45	Murphy, Abe	T	202	Beaumont
46	Kotrola, Alvin	T	208	Taylor
48	Barnett, Gene	HB	175	Lubbock
49	Mosely, Henry	FB	190	Lubbock
50	Owens, Alton	G	184	Littlefield
51	Guzick, Frank	C	190	Sherman
53	Owens, Pete	G	183	Littlefield
54	Jones, Lewis (line C)	G	208	Cleburne
55	Latch, Leonard	G	207	Claco
56	Wilson, Clyde	T	206	Panhandle
57	Browning, Leslie	T	206	Fluvanna
58	Browning, Jesse	T	208	Fluvanna
59	Wimberly, G. B.	T	208	Lubbock
60	Overton, Elbert	C	218	Ft. Sumner, N. M.
61	Appleton, L.	G	170	Baird
62	Ramsey, Hershel	E	185	Chillicothe
63	Holcomb, Bill	T	220	Sulphur Springs
65	Taliaferro, Lloyd	T	195	Plainview

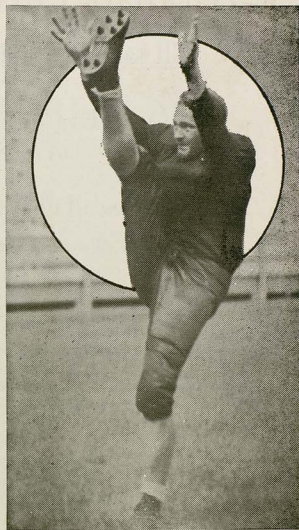
## Gentlemen Possess Array Of Talent



BILLY ROBINSON  
Guard



WILLARD DEAN  
Back



W. H. (Grandma) STONE—Spear head of Centenary's offense. One of the hardest runners in the South. Excellent passer and does the punting when he's in the game. Junior.

# TAYLOR'S

"South Plains Leading Merchant Tailors"  
Ladies and Men's Made To Measure  
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# A Smart Quarterback

Will Call For A Ride In A

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"The Only Complete Low Priced Car"

**Kuykendall Chevrolet Co.**

"We Know Chevrolet— You Know Us"

LUBBOCK, TEXAS



CANNON  
QUARTER

### COLLEGE AVENUE DRUG

The Drag's Newest Drug Is Now Open  
For Your Inspection

Make This Place Your Meeting Place  
After the Game

Drugs, Sandwiches, Sodas, and Sundries  
1211 College Ave. Next to Tech Theater



L. BROWNIN  
TACKLE



L. JONES  
GUARD



BAZE  
PULLBACK





# A Tribute to Football

by Grantland Rice

## Texas Tech Roster

P. W. CAWTHON  
Coach

12 Reese, Harry, qb  
13 Cannon, Demp (c), qb  
14 Chapman, Mike, hb  
15 Chernusky, M., hb  
16 Johnson, Earl, c  
17 Duval, Charley, qb  
21 Tarkton, Elmer, fb  
22 Curfman, Raymond, e  
23 Smith, Ed, hb  
24 Alexander, Louis, c  
27 Hensel, Chester, t  
28 Neill, Jim, hb  
29 Brown, Jim, g  
30 West, J. W., e  
32 Plummer, Alton, fb  
34 Neely, Thomas, qb  
37 Greene, Wilmer, g  
38 Wigginton, Tom, c  
39 Baze, Winney, hb  
41 Philbrick, Geo., e  
42 Winter, Geo., fb  
45 Murphy, Alon, t  
46 Kotzke, Alvin, t  
48 Barnett, Gene, hb  
49 Mosely, Henry, fb  
50 Owens, Alton, e  
51 Gussick, Frank, c  
52 Owens, Pete, t  
54 Jones, Lewis, g  
55 Latch, Leonard, c  
56 Wilson, Clyde, t  
57 Browning, Jesse, t  
58 Winkler, D. B., t  
60 Overton, Elbert, c  
61 Appling, L., g  
62 Ramsey, Herbert, e  
63 Kocumski, Ed, t  
65 Tallaforno, Loyd, t

## Centenary Roster

CURTIS PARKER  
Coach

20 Beasley, b  
21 Sparks, b  
22 Stone, b  
24 McDaniels, e  
25 Thomas, b  
26 Robinson, g  
27 Huddleston, b  
29 Warren, e  
30 Vinson, t  
37 Smith, g  
38 Hudson, g  
39 Long, b  
40 Outze, e  
41 Bowerman, b  
42 Trickett, t  
43 Zimmerman, g  
44 Harris, b  
45 Mazuch, b  
47 Haygood, g  
48 Doss, b  
49 Kennedy, b  
52 Holman, b  
54 Bradley, g  
55 Rawlinson, c  
56 Williams, c  
58 Burzese, e  
60 Decker, t

Blocking backs and interference—  
Fifty thousand wild adherents—  
Tackle thrusts and headlong clashes,  
Two yard bucks and dizzy dashes,  
Spiral punts and forward passes,  
Run the end and hit the line,  
Driving on by leg and spine,  
Head and shoulder, heart and soul,  
Till you fall across the goal.

## Texas Tech Starting Line-Up

L. E.	L. T.	L. G.	C	R. G.	R. T.	R. E.
Ramsay	L. Browning	Jones	Wigginton	Owen	J. Browning	West
62	57	54	38	53	58	30

Q. B.  
Cannon  
13

L. H.	A. H.
Neill	Duval
28	17

F  
Winter  
42

## Centenary Starting Lineup

L. E.	L. T.	L. G.	C	R. G.	R. T.	R. E.
Hooper	Decker	Robinson	Stokes (c)	Haygood	Waller	McDaniels
36	60	26	33	47	23	24

Q. B.  
Hohmann  
52

L. H.	R. H.
Huddleston	Stone
27	22

F. H.  
Thomas  
25

OFFICIALS

Referee	Rags Mathews (TCU)
Umpire	Earl Dayvault
Headlinesman	Louie Long (SMU)
Field Judge	Maxie Hart (Texas U)
Student Manager	Herman Thornton

And another all-star eleven—

T-H-E-Y-S-A-T-I-S-F-Y-

Chesterfield

## Beat Centenary

And After The Game  
Celebrate At The

**Palace**  
LUBBOCK

Preview Tonight 12:10  
Also

Sunday-Monday-Tuesday

HE DID HIS BEST  
WORK IN THE  
CLINCHES!



A new high in entertainment is reached as Cain and Mabel fight to a finish to prove that boxing is sometimes the beginning of loving!

**MARION DAVIES  
CLARK GABLE  
CAIN and MABEL**  
ALLEN JENKINS • ROSCOE KARNS  
WALTER CATZETT • DAVID CHARLEY  
ROBERT CAVANAUGH • Directed by  
LLOYD BACON • Music and Lyrics  
by Harry Warren and Al Dubin  
A Warner Bros. Picture • A Cosmopolitan Production

## Lindsey

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Also  
Sun. Thru Tues.  
Bruce Cabot  
Fred Stone  
Betty Grable

—in—  
"Don't Turn  
'Em Loose"

## Texan

Sunday  
Thru  
Tuesday  
Jean Harlow  
Franchot Tone  
Cary Grant

—in—  
"Suzy"

## Centenary Roster

NO.	NAME	POS.	WT.
33	Stokes, Lee	C	203
58	Burgess, Hal	C	215
55	Rawlinson, Ogbourn	C	170
56	Williams, Howard	C	170
47	Haygood, Charlie	G	198
26	Robinson, Billy	G	165
43	Zimmerman, Joe	G	210
37	Smith, Claude	G	200
32	Waller, Broddie	T	185
60	Decker, Bob	T	204
30	Vinson, Turney	T	197
	Nipper, Thomas	T	220
42	Trickett, Ed	T	195
36	Hooper, Howard	T	185
29	Warren, Curtis	E	175
24	McDaniels, Harry	E	187
	Schwing, Ed	E	168
27	Huddleston, Lanford	E	175
22	Stone, W. H.	B	190
25	Thomas, Charlie	B	165
20	Beasley, Al	B	149
45	Mazoch, Willie	B	150
	Harris, William	B	165
	Dean, Willard	B	180
21	Sparks, Buddy	B	150
34	Allis, Sam	B	205
41	Bowerman, Max	B	165
40	Outsa, John Henry	E	175
49	Kennedy, Gaston	B	180
39	Lingo, John	B	180
52	Hohmann, Walter	B	186
32	Walden, Gene	T	190
54	Bradley, Lewis	G	165
38	Hudson, Paul	G	160

## Hurrah For The Matadors!

### The Hilton Hotel

Joins all the football fans in Lubbock and West Texas in hearty congratulations on the new and improved Grand Stand and greatly increased seating capacity.

We Predict A Great Season

But Win or Lose We're With You

**L. M. Drown**

Manager



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As They Come Out!

We carry all of the latest books in fiction, biography, history, travel, and all subjects. Build up your personal library with good books. We have a large and varied assortment to select from—in reprint and new editions and the latest best sellers.

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Texas Tech College  
Bookstore

## Nationally Advertised

Merchandise — such as Manhattan  
Shirts, Knox Hats, Fashion Park  
Suits—

Football Ticket  
Headquarters

**Walton's**  
Store for Men



BO WILLIAMS,  
PROGRAM MANAGER  
Texas Tech  
Annual Souvenir  
FOOTBALL PROGRAM  
Season of 1936  
PUBLISHED BY MATADOR  
CLUB

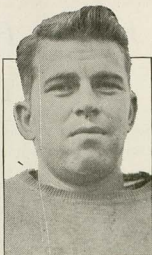
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## Red Raiders Texas Tech 1936 Football Schedule

Sept. 19—Texas Wesleyan, 7; Tech, 26  
Sept. 26—Texas Christian Univ., 0; Tech, 7  
Oct. 3—Oklahoma City Univ., 6; Tech, 34  
Oct. 9—Wichita University, 6; Tech, 0  
Oct. 24—Centenary College—Lubbock  
Home Coming  
Nov. 6—Oklahoma A. & M.—Lubbock  
Parent's Day  
Nov. 11—Loyola University—Los Angeles  
Nov. 20—De Paul University—Lubbock  
Nov. 26—Loyola of South—New Orleans  
Thanksgiving  
Dec. 5—Arizona University—Tucson



CAPT. DEMP CANNON  
QUARTERBACK  
TEXAS TECH RED RAIDERS



LEE STOKES, 203 pound center, captains the Gents tonight. He not only turns in a good performance at the pivot post but is a toe artist. He has a 1935 record of nine successful try-for-points out of ten boots. He also is the Gentlemen's kickoff man.

To Captains Demp Cannon and Lewis Jones and all the squad—we wish you luck—



"Here Are The Balls, Captains—Take Em To  
Town"

It's our business to "take em to town" twenty-four hours every day with good low cost electricity to the homes and commercial enterprises of this territory.

TEXAS UTILITIES  
COMPANY

Page Seventeen



# TECH Theatre

Lubbock's Newest Theater

Welcome  
Alumni and Ex-Students  
Let's Win For The Matadors  
Then See

"A Tale of Two Cities"  
Featuring Ronald Coleman

Preview Tonight  
Sunday, Monday, and  
Tuesday

Also  
Comedy and News

Admission 10c and 20c



CURTIS PARKER  
Centenary Athletic Director



TOM COLE  
Centenary Line Coach

## HANNA-POPE

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- Kuppenheimer Clothes
- Griffin Clothes
- Jayson Shirts
- Stetson Hats
- Cooper Underwear
- Smith Smart Shoes
- Fortune Shoes

## Clothes Count In Sports Affairs--

"Where else but Craig-Gholson's can you get such well informed assistance in proper clothes selection."



Craig-  
Gholson  
Co. Lubbock

You may enjoy betting on  
your Favorite team--

\*\*\*\*\*

BUT WHY GAMBLE WHEN YOU BUY A  
BATTERY--THERE IS NO GAMBLE  
WHEN YOU BUY A USL BATTERY

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Lubbock, Texas

## Yea, Matadors

Baldrige's  
Sally Ann

Bread and Cakes

We Are For You



Good Luck, Matadors!  
We Are Behind You!

**GOOD  
LUCK  
MATADORS**

**LUBBOCK  
COTTON OIL  
CO.**

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One Day Service That Will  
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College Tailors**

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Air-Conditioned

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Coca Cola  
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Complete Hardware Service

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## Rah Rah Rah!

Red Raiders, Win or Lose, We

Are For You

Everybody's Store

## Tech Drug

1101 College Avenue



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APPLEBY  
GUARD

RED  
RAIDERS

PHILIP HARMON  
GUARD

JESS  
BROWNING  
TACKLE

COTTON NEELEY  
QUARTER

CLYDE WILSON  
TACKLE

SKY GREENE  
GUARD

GEORGIA DILBRICK  
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A Complete Shop for Co-Eds  
Ladies' Wear — Millinery and  
Shoes



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**Authorized Sales And Service**



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**Tech's the bet**

**Buick's the buy**



HOLCOMB  
TACKLE

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Press**

Tech Press has given employment to more than  
40 students, enabling them to attend Tech.



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**Shoes for Ed and Co-ed**



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MENS WEAR  
**PATTON'S**  
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For Fine Foods  
Patronize

**Furr Food  
Store**

Lubbock's Foremost Food  
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Shoes Dyed

Any Color  
All Work Guaranteed

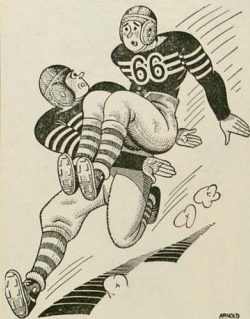
**Tech Shoe Shop**

ACROSS FROM CAMPUS

**Western  
Union Tele-  
graph Co.**

Your Messages and  
press may be filed with  
Western Union Opera-  
tor in press box—top of  
grand stand. Direct  
wire from Matador  
field. Keep folks at  
home posted as to pro-  
gress of game.

BO SEXTON, Mgr.



"They Must Have Thrown Me by mistake!"

**Ride**

To and From  
Games in a

**Bryant  
Taxi**

Careful  
Drivers

**Phone 70**

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1203 Bdwy.

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You Believe in Us

**Tip Top Cafe**

We will not miss a  
Home Football  
Game

**LUBBOCK  
NATIONAL  
BANK**

**Lubbock Fruit and  
Vegetable Co.**

LARGEST DISTRIBUTORS OF  
FRESH FRUIT AND  
FRESH VEGETABLES  
IN THE SOUTHWEST

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Silk-o-Line Ties

Cowboy Boots

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"EVERYTHING A MAN WEARS"

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# *Luckies*—a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"



## YOU...and a LIGHT SMOKE

It is a Lightness in the smoke that makes people choose Luckies. A rich, clean Lightness in the taste. A smooth Lightness of "feel" in the throat. Puff by puff, a delightful sense of ease. From the choosing of the finest center-leaf tobaccos—to the "Toasting" which removes certain harsh irritants naturally present in all tobacco, every careful measure of Lucky Strike's manufacture is designed to please you more...to offer A Light Smoke of rich, ripe-bodied tobacco.



RILEY SMITH

Alabama Quarterback • Member of Grantland Rice's All-America Team for 1933 • Home: Columbus, Miss. The greatest blocking back and signal caller in the South in 1933.