

DE PAUL UNIVERSITY



TEXAS TECH MATADORS

November 16, 1934

Homecoming Edition

Price 10c

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General Electric  
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5 Year Guarantee  
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**Sherrod Bros. Hdw.  
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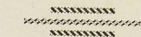
PENROD-TOLES MOTOR  
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"Largest stock Dodge-Plymouth Cars,  
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**GOOD  
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"66"

PRIDE OF THE  
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Costs Less Per Mile  
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There Is A Station In Your  
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**COMPLIMENTARY**

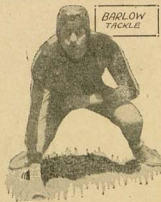
**to Coaches Cawthon, Smith, and Ballard  
And to the Matadors**



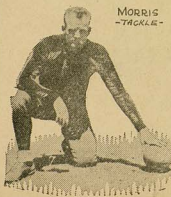
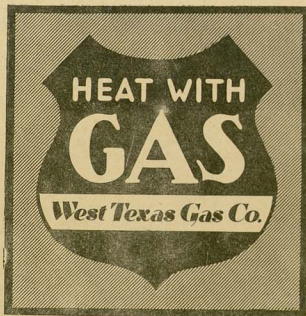
--From A Tech Booster



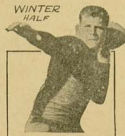
CURFMAN  
- FILL -



BARLOW  
TACKLE



MORRIS  
- TACKLE -



WINTER  
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## :- SANDERS :- AMBULANCE



PHONE  
700



W. L. STANGEL, Chairman Athletic Council

Other members are: Dr. W. A. Jackson, H. F. Godeke, P. W. Cawthon, Zen Concray, Russell T. Smith; J. W. Jackson, Alumni representative; Leonard Curfman, student representative.

## Stanton & Huie Furriers and Tailors

We manufacture fur coats, match  
and repair any fur or fur coat  
there is.

1113 Avenue K Lubbock, Texas

## Boosting For The "Matadors"



Eat and Drink  
At The

## GLORIETA

The best cooked and most reasonably priced  
meats in Lubbock. Mexican dishes a  
speciality

Glorieta Double Rich Ice Cream

1212 Broadway

Phone 1366

## "Real Roofs"

LYDICK  
ROOFING COMPANY

Established 1890





# YEA! MATADORS

There's a lot of thrill in a  
touchdown, but occasion-  
ally the ball will be on  
your own five yard line--  
We'll help you hold the  
line there, too -- Looks  
like a good season to us.

## TEXAS UTILITIES COMPANY

**I & J**  
**SPORTING GOODS**  
Co., U

WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
EQUIPMENT

**I & J**  
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Co., U

AN ORGANIZATION THAT  
SUPPORTS THE

## "MATADORS"

And Is Anxious To Serve Supporters  
of the Matadors

### Huie The Tailor

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## RIDE THE BUSES

### NEW LOW FARES

We appreciate your  
patronage

SOUTH PLAINS  
COACHES, Inc.

More Power to

## The Matadors

~~~~~  
We are for  
YOU 100 Per Cent  
Win, Lose, or Draw,  
But we want you to win.

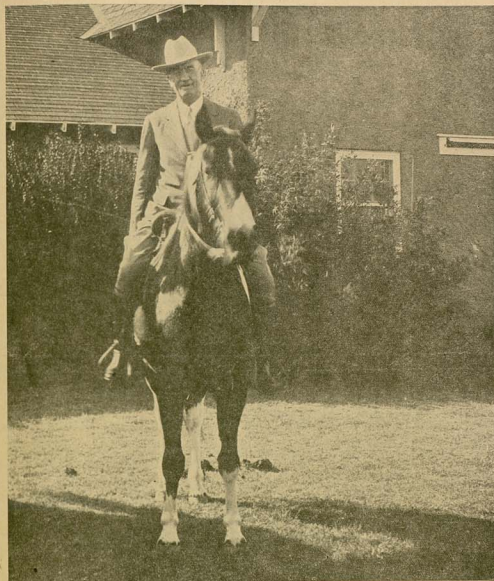
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Is Your Friend so Meet  
Your Friends There--

~~~~~  
A good place to eat, a  
home owned institution

~~~~~  
West Texas' Most  
Complete Hotel

~~~~~  
Hotel Lubbock



Dr. Bradford Knapp, Tech president, enthusiastic football fan and former varsity tackle at Vanderbilt university, stops for a pose after an early-morning canter around the campus.

Prexy keeps a fatherly hand on the Matador pulse. When the battle becomes heated and the score questionable, he moves out of the grandstand to mingle, and root with the reserves.



**New And Improved  
Conoco Germ-Processed  
Motor Oil**



**Bronze Gasoline**

Instant Starting, Lightning Pick-Up  
We Are Backing  
The Matadors  
J. A. Fortenberry, Agent



**PENNEY'S**

*For School Values!*

**Where The Student Shops and Saves**

**We Are Always Behind Tech Matadors**

**Win Or Lose**

**Make Penney's Your Downtown Headquarters**

**I. C. PENNEY CO.  
INC.**

In Lubbock—It's Penney's

Broadway and Avenue J

**As Others See It**

By JIM LINDSEY

Rumors have been flying around, thick and fast, about Minnesota's great coach, Bernie Bierman, and the Tulane-L. S. U. game. Some say that Bierman will coach the Greenies.

The Minnesota mentor was one of the smartest coaches at the Texas Tech coaching school. His presence at the Tulane game is for a very different purpose. He will see the game for one purpose only, to scout the Greenies for next year's game. Of course the former Waco coach will visit some of his friends while he is in the South, but as far as coaching Tulane, so much bosh.

There seems to be a great difference of opinion in the surrounding territory as to the ability and methods of play of the Texas Tech Matadors. Mach Machen, sports editor of the Hardin-Simmons Brand, official student publication at the Baptist institution voices his opinion on this subject.

The Simmons scribe states that "Texas Tech's Red Raiders are Lubbock's terrible bone-crushing dirty work boys. The Double T is still up to old tricks .... and if you relish a game featuring roughhouse tactics and some fist slinging from the hip."

An entirely different picture is painted by Victor Thornton, sports editor of the Arizona Wildcat, student paper of the University of Arizona. Vic writes in "Vittles": Tech is marking time—they are waiting developments in the Southwestern circle where they belong, and apparently using the Border Conference as a build up. **THEY PLAY GOOD CLEAN FOOTBALL**, and it's a pleasure to compete with them.

Coach P. W. Cawthon states that Russell of Baylor is a better back than Bohn Hilliard of Texas university.

Howard Jones, Southern California coach, says that the football teams and players are better now than in former years.

Warden Lawes of Sing Sing states that on the whole the football players of his institution play a cleaner game than the average college players.

Gar Davidson, coach at Army, claims that Joe Stancook, captain and full-back of the Cadets is the best that he has ever seen.

Knute Rockne, the master coach of them all, once said, "When my players don't sing in the showers, I know that something is radically wrong with them. Other matters, regardless of importance, must wait. If my boys do not sing, they aren't happy; if they aren't happy, they cannot play their best brand of football."

Many of the sports scribblers on the Pacific coast have voiced the opinion that the Red Raiders from the Lone Star state would easily beat Southern California should the two machines meet.

## Don't Say You Never Had A Chance To Get A Liberal Education

HERE'S YOUR CHANCE for only **\$1.00**

THE OUTLINE OF MAN'S KNOWLEDGE

by Clement Wood

Hundreds of educators, librarians and critics have called this amazing 700-page volume "the equivalent of a college education." The author has ransacked the libraries of the world and compressed within the covers of one book all of man's knowledge of History, Science, Literature, Art, Religion and Philosophy.

Written in a clear, fascinating style, it reads like a swift-flowing romance. In just a few minutes a day you will find yourself absorbing the things that will give a new vision and inspiration that comes only from a wider education and a deeper culture!

HANDSOMELY BOUND. ILLUSTRATED

TEXAS TECH COLLEGE  
**BOOKSTORE**

"ON THE CAMPUS"

## Compliments---

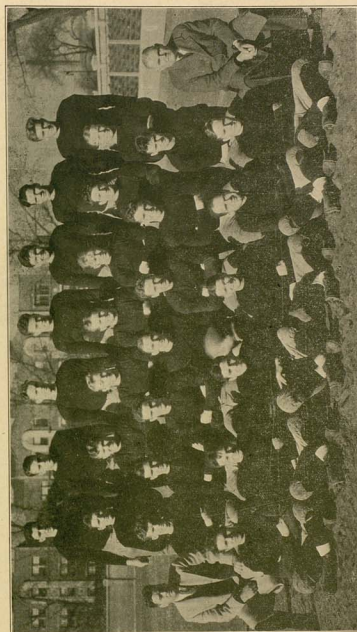
to  
the Matadors  
Matador Club  
Texas Tech

from

Southwestern Associated Telephone Co.

Operating on the South Plains

## De Paul Traveling Squad



## Texas Tech Football Roster

No.	Name	W.	H. Town	Position
12	McKeever	182	Spoffard	Quarter
13	Duval	150	Sherman	Quarter
15	May	150	McKinney	Guard
17	Beauchamp	187	Greenville	Quarter
18	Martin (Capt.)	154	Lorenzo	End
19	Curfman	194	Electra	Full
20	B. Williams	185	Lubbock	Tackle
22	Neil	171	Brownfield	Full
23	Priddy	164	Gainsville	Center
25	Spears	165	Willson	End
28	Clark	148	Denison	Quarter
29	McWilliams	142	San Benito	Guard
31	Prim	160	Pawnee, Okla.	End
34	Fortner	172	Sherman	Center
35	Jones	178	Abilene	End
37	Dowell	178	Royce City	Back
41	Barlow	192	Miami, Okla.	Tackle
43	McElroy	158	Dallas	Back
46	Nichols	151	San Angelo	Guard
47	Hale	168	Lubbock	End
48	Harris	148	Salasaw, Okla.	Back
49	Morris	180	Seymour	Tackle
50	Holcomb	205	Sulphur Springs	Tackle
51	Davis	202	Abilene	Guard
52	J. Browning	185	Fluvanna	Tackle
53	W. Wilson	190	Mexia	Tackis
55	Owen	192	Sherman	Guard
56	West	165	Lubbock	End
57	Baze	172	Robert Lee	Back
58	B. Gilmore	168	Olney	End
61	Kotroia	189	Taylor	Tackle
63	L. Browning	182	Fluvanna	Tackle
66	W. Gilmore	170	Olney	End
66	Wiggington	174	Chillicothe	Center

Sporting Goods Store  
Lubbock's Only Exclusive  
Page Twelve

**SPORTING GOODS**  
CO.

## Wylie-Jarrett Drug Co.

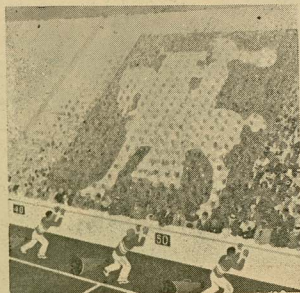
is the place to meet after  
the game

"This team will give you the best in  
drug store service."

O. E. Griffin	Dick Green
J. O. Card	Hayes O'Neal
Floyd Lane	Albert Coneway
Buster Gardner	Leonard Tarkington
Carl Jordan	Tony Ulrich
Frank Rowell	D. Jarrett
Alvin Elliott	"From four employees in 1927
Jack Davidson	To—
Morgan Davidson Jr.	Twenty-Three
Troy Price	employees in
Dale Buckner	1934."
Mrs. McCoy	"Growing with
Mrs. Landers	Techn"
Mrs. H. W. Wylie	

## WYLIE-JARRETT DRUG CO.

No. 1—1009 Main Phone 1082  
"Open All Night"  
No. 2—1314 B-way. Phone 160



## We Join The Thousands In Rooting For The MATADORS

A great School—A great Team—A great Game—It's a pleasure to have an opportunity to enjoy such thrills—to see such action—to support such fellows.

The "Trumpeter" joins us in these sentiments—for like the "Double T" on the uniform of the finest Team in the World, you find it sewed into the label of some of the finest clothes in the world.

To all of you—Pete, Duchey, Virge, Tubby and the entire squad—OUR BEST WISHES.

## Hemphill-Wells Co.



*As thousands cheer*

### Texas Tech Starting Line-Up

No.	Player	Pos.
31	Prim	L. E.
52	Browning	L. T.
53	W. Wilson	L. G.
34	Fortner	C.
46	Nichols	R. G.
61	Katrola	R. T.
35	Jones	R. E.
17	Beauchamp	Q. B.
22	Neill	L. H.
12	McKeever	R. H.
57	Baze	F. B.

### STUDENT MANAGERS

Trenton Davis, St. Jo	Senior Manager
Ed Kline, Waco	Junior Manager
Hal Hitchcock, Lexington	Junior Manager
Clarence Bailey, Jefferson	Soph. Manager

### DePaul Starting Line-Up

No.	Name	Pos.
75	Krause	L. E.
77	Scanlon	L. T.
79	Reid	L. G.
85	Casey	C.
91	Mertes	R. G.
97	Washburne	R. T.
84	Brainard	R. E.
95	Loess	L. H.
92	Durkin	Q. B.
89	Phillips	R. H.
93	Hehn	F. B.

### OFFICIALS

Keeling (Austin College)	Referee
Lovvern (T. C. U.)	Umpire
McMillan (A. and M.)	Head neman



*-They Satisfy*

## De Paul University Football Roster

No.	Name	W.	Prep School	Position
54	Holmes	163	De Paul	Quarter
60	Schwartz	193	De Paul	Tackle
63	Jannon	173	St. Ignatius	Center
69	Cassella	172	Crane	Fullback
70	Mullner	178	De Paul	End
72	Hynan	175	St. Mel's	Guard
74	Lorge	*195	St. Ignatius	Guard
75	Krause	183	De La Salle	End
76	Kelly	197	St. George	Tackle
77	Scanlon	196	Mt. Carmel	Tackle
78	Harold	211	Bowen	Tackle
79	Reid	194	St. Leo	Guard
80	G. Schwartz	185	De Paul	Guard
81	Wasik	168	St. Patrick	Guard
83	Adams	178	St. Patrick	End
84	Branlard	192	Austin	End
85	Casey	198	Cherokee	Center
86	Helm	180	Naperville	Fullback
87	Cowhey	178	De Paul	Center
88	Cella	176	St. Ignatius	Quarter
89	Phillips	170	De Paul	Halfback
90	Fay	170	St. Ignatius	Halfback
91	Mertes	187	De Paul	Guard
92	Durkin	160	Loyola	Quarter
93	Hehn	170	De Paul	Fullback
94	Oldani	183	Joliet	Halfback
95	Loess	168	Brookfield	Halfback
96	Sullivan	178	De La Salle	End
97	Washburne	197	Oak Park	Tackle

**I & I**  
**SPORTING GOODS**  
**co.**

A Complete Stock of  
Athletic and Team  
Equipment

THE NEW  
**Palace**  
SOUTH PLAINS FINEST

**FRI. AND SAT.**

**MUSIC** to enchant you with its vibrant thrills!

**ROMANCE** to quicken your heart beats like a magic song!

**LAUGHTER** to radiate untold joy throughout your being and a glorious musical romance!



—ADDED—

Comedy And Para. News

## CHEVROLET!



## MATADORS!

Drive 'em five miles in every game and we'll never be satisfied with any other team—

Count the new Chevrolets outside

**Kuykendall**  
**Chevrolet Company**

## THE MATADORS

have self-assurance because they are correctly trained.

## OUR CUSTOMERS

have self-assurance because they are correctly dressed.

**Walter's**  
The Man's Shop

**Barrier-Durham**  
INCORPORATED

PAUL BARRIER, Manager



If you are particular about your underwear you should by all means see our selection of fine Allen A shorts and shirts. And they are not expensive.



## Jarett's Should Be Your Shop

Everything for  
the College Miss  
to wear ...



Millinery ....

Dresses .....

Hosiery .....

Coats .....

Suits .....

Sweaters .....

Suede Jackets .

Accessories ...

## Jarett's Cinderella Shop

1105 Broadway

Kress next door to us

## Grid Gossip

By JIM LINDSEY

Present in the stands today are several of the leaders of Tech's Maroon and Black machines of bygone days. These former captains have led the Tech parade since the Matadors first started playing football at Fair Park in 1925 as a club of little importance. Today Texas Tech is known throughout the nation as a leading grid team of the South.

Following are the leaders of the Tech Maroon Mauraders down through the nine years of Tech's history.

1925—"Windy" Nichalus, Amarillo.

1926—Hurley Carpenter, Sudan.

1927—Ox Reed, Vernon.

1928—Percy "Handsome Ransome" Walker, Mission.

1929—Sid Knowles, Jonesboro, and "Chubby" DeWitt, Fort Worth.

1930—Jack Durham, Hamilton.

1931—Jack Durham, Hamilton.

1932—Ross Ayers, Cuero.

1933—Elva Baker, Abilene.

1934—Malcolm Martin, Lorenzo.

Facing the Red Raiders today is an unknown opponent to these parts. De Paul, a Roman Catholic institution, has a present enrollment of 1,712, with 1,438 men students.

Next week another team from the North comes to Lubbock. Near the Canadian border, the North Dakota State Bisons, are making extensive preparation for their meeting south of the Mason and Dixon line. During the current campaign, the Buffaloes have defeated the strong University of Dakota eleven 7-0. According to Robert Kunkel, sports editor of the student publication at the university, the North Dakota State has a formidable aggregation.

## The Hilton Hotel OF Lubbock, Texas



Invites the visiting teams and fans to  
be at home with us.

Fine  
rooms  
\$2.00  
and  
\$2.50

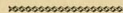
All with  
bath and  
running  
ice  
water



Fine  
Meals  
35c to \$1

Parties  
dances  
banquets

Lubbock's Finest Hotel  
Everything a Fine Hotel Should Be



L. M. DROWN, Manager



Drink

# Coca-Cola

In Bottles



## GROLLMAN'S WOMEN'S LEADING STYLE SHOP

Dresses — Coats — Millinery  
Hosiery — Lingerie

## RED CROSS SHOES

"Gobbie Zip"



Fawn Sueded  
ripple with  
blending calf  
trim



Steaks

Waffles

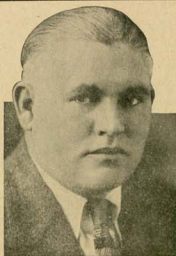
## THE WAFFLE SHOP

The Good Food Spot

Sandwiches

1108 Avenue J

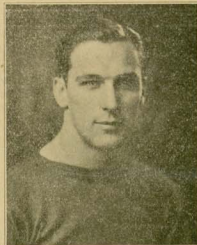
J. D. Janes



Jim Kelly, Head Coach  
De Paul University (Chicago)

### TEXAS TECH COLLEGE 1934 Football Schedule

Sept. 22 Texas University	12-Texas Tech	6
Sept. 29 McMurry	7-Texas Tech	24
Oct. 5 Baylor University	7-Texas Tech	14
Oct. 12 Okla. City University	6-Texas Tech	20
Oct. 23 Loyola University	12-Texas Tech	7
Nov. 2 Texas Mines	0-Texas Tech	25
Nov. 9 Simmons University	0-Texas Tech	13
Nov. 15 DePaul University	Lubbock	
Nov. 23 N. Dakota State	Lubbock	
Nov. 29 Arizona University	Tucson	



Phil Krause, Captain  
Brother of Moose Krause, All-American 1932-33

### TEXAS TECH ANNUAL SOUVENIR FOOTBALL PROGRAM SEASON OF 1934

PUBLISHED BY MATADOR CLUB  
Page Twenty

T. H. "BO" WILLIAMS, PROGRAM MANAGER

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

### QUICKSALL-PRYOR CO.

J. L. Quicksall, Jr.—W. C. Pryor

AUTOMOBILE SUPPLIES, PARTS AND  
EQUIPMENT — WHOLESALE

1108-10 Main St. Phone 826-7 L. D. No. 1  
Lubbock, Texas

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



Craig-  
Gholson  
Co. Lubbock



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... because they have  
what it takes to score.  
Tech Matadors  
and

**FEDERAL**  
*Extra Service* **TIRES**

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1211 Ave. K  
Bill Dean

Phone 418  
Ross McWhorter

"The Million Dollar Tire Men"

### Welcome to Broadway

A House of Comfortable  
Entertainment

Admission 10c and 25c

Phone 182 and

"Count The Minutes"  
"Brigham" Young's

South Plains  
Auto Club



Special Rates  
to Members

**Super-Service**

BROADWAY AT M  
Lubbock's Largest Complete  
One-Stop Unit

Drink

**Dr. Pepper**  
GOOD FOR LIFE!

5¢



In Bottles

BEFORE THE GAME—AT INTERVALS  
IT WILL DO WHAT IT SAYS—  
A BITE TO EAT

Made in Texas. Home Owned.  
DR. PEPPER BOTTLING CO  
Lubbock, Texas

For Fine Foods

Patronize

**Furr Food Stores**

Lubbock's Foremost Food  
Distributors



**Scoggin-Dickey Motor Co.**

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Boosters for the Best

Automobiles

-Buick-

-Pontiac-

-School-

-Texas Tech--  
Football Team

-Matadors-

Photos of  
Matadors in this Program  
by

**DANIEL STUDIOS**

BUSH BLDG.

Between Hemphill-Wells and Edwy.



**T & T**  
**SPORTING GOODS**  
CO.

WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
EQUIPMENT

**T & T**  
**SPORTING GOODS**  
CO.

## Western Union Telegraph Company

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

BO SEXTON, Manager

## Clyde Ragland Motors



Hudson-Terraplane



Ave J at 13th St. Phone 21021  
Lubbock, Texas

Hudson-Terraplane holds 73 (or all) official AAA speed, acceleration and hill climbing records

## The PEOPLES ICE Company

LUBBOCK'S ONLY  
MANUFACTURER OF  
DISTILLED WATER  
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Phone 1232

418 Avenue H

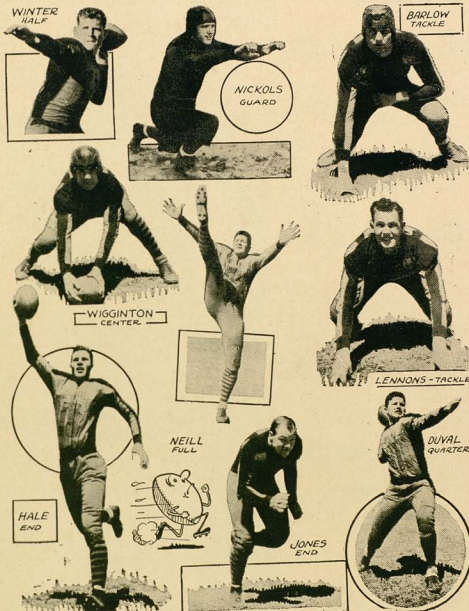
We return your  
clothes fresh and crisp  
--starting the day  
off right for  
you



Located Just Off The  
Campus



*The Model Laundry*  
STUDENTS' IDEAL SERVICE



**SPORTING GOODS**  
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WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
EQUIPMENT

**SPORTING GOODS**  
CO.



"When your wardrobe needs replenishing—don't be absent-minded—Remember" — — — —

## PUP THOMAS

"HAS FITS"

1011 Main St.

Phone 1026

## Clark's Drug Store

Broadway and Avenue Q

Phone 2340

## Pulling for the Matadors



**Dalby**  
MOTOR FREIGHT

Phone 527 and 528

910-7th

## After The Game

Come to  
the home of those sizzling  
hot steaks

## BUSY BEE CAFE

Gus Kallas, Mgr.

Bdwy.

## TECH DRUG STORE The Collegiate Store

Boosting the Matadors  
again this year

## Tech Drug

Phone 138

Across from the Campus

## DIGGY WIGGLY

A Places Where the Housewife Can  
Invest Her Food Dollar with the  
Maximum of Economy, Safety and  
Satisfaction.

### Five Stores Conveniently Located

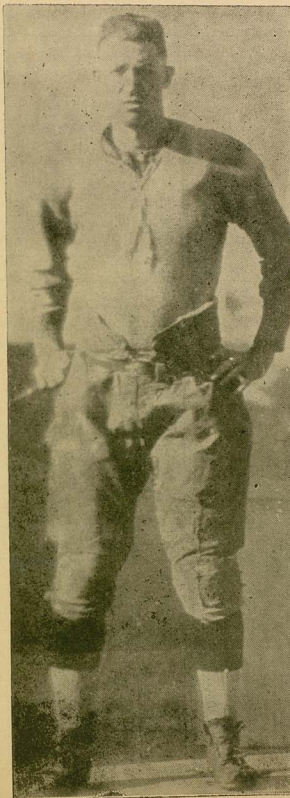
Store No. 1—1211 Broadway.

Store No. 2—902 Main Street.

Store No. 3—1105 College Ave.

Store No. 4—1517 Avenue Q.

Store No. 7—2426 19th Street.



Coach  
Pete  
Cawthon



Starting His Fifth  
Year As Head Coach  
of the  
Matadors

### Co-eds! Attention--

We welcome you to Texas  
Tech and our modern shop

### Co-Ed Beauty Shop

ETHEL KLINE, Prop.

Phone 331

1115 Ave. K

SHOES DYED-- ALL COLORS



**Tech  
Shoe  
Shop**

Jack Davis, Prop. College Ave.

1018 B'way

Phone 922

Smartly Styled  
Clothes

*The Vogue*

"Co-Eds' Downtown  
Headquarters"

### JACKSON'S

\$1.00

WATCH REPAIR SHOP

We use genuine material.  
All Work Guaranteed.

### JACKSON DRUG

1610 Broadway Phone 1880  
Curb Service

Coeds We Welcome You

Make our Shop your Shop

JEAN CAROL'S DRESSES  
Exclusive but not Expensive

### Abney Apparel Shop

HOTEL LUBBOCK

### Lubbock Fruit and Vegetable Co.

FRESH FRUIT AND  
LARGEST DISTRIBUTORS OF  
FRESH VEGETABLES  
IN THE SOUTHWEST

### Hilton-Sansom Paint and Paper Co.

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### STUDENTS--

We have the art supplies you  
need. We have Tech colors in  
FRAMES for your diploma.

We will not miss a  
Home Football  
Game



**LUBBOCK  
NATIONAL  
BANK**

### Pinson Drug Co.

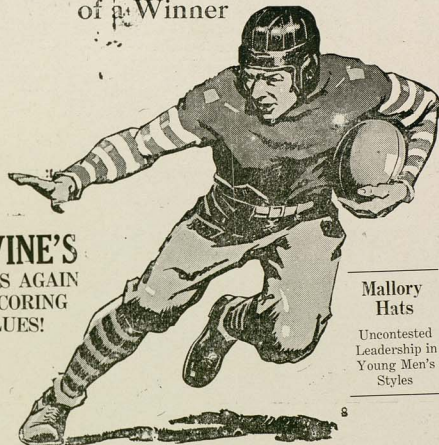
No. 1 and 2



Phone No. 1 887  
Phone No. 2 1900

# Yea! Matadors!

Fighting To Win--That's The Spirit  
of a Winner



**LEVINE'S  
LEADS AGAIN  
IN SCORING  
VALUES!**

### Mallory Hats

Uncontested  
Leadership in  
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