SUNDAY SHORTS

Charlie Coffey is always looking for more to sweeten Virginia Tech's football future. . . . Chatting briefly with him several times during Tech's annual three-day carousel for "the media and friends of the school," it seems Coffey labels all of the Gobblers' assets "the best so far," indicating they have not come far enough . . .

While serious sports gab sorta gets soft-pedaled at this Tech soiree, one derives the feeling there's a quiet confidence for the 1973 campaign. . . . Even Athletic Director Frank Moseley was somewhat more reticent, but he does admit football ticket sales went up, levelled off and soon should be on the rise again . . .

Howard Keyes, one of the Peninsula's contributions to the Gobblers and counted on to be one of Tech's mainstays on defense, is making "real good" progress in Summer school. . . . One winner Tech alumni and friends can already count on is a sports calendar. Attractive cheerleader poses make it an eye-catcher . . .