

Homecoming events underway on campus

Happiness dominates '66 theme

By KAREN WRIGHT
Homecoming Editor

"Happiness is 'Texas Tech'" is in full bloom today as students and exes celebrate the 41st annual homecoming festivities on the Tech campus.

The "Happiness" theme is being carried out in this morning's traditional downtown parade and all other major weekend events.

The 1966 Homecoming Queen, Miss Carolyn Case, was crowned last night in the Lubbock Municipal Auditorium. Sponsored by Arnold Air Society, Miss Case is a junior education major from Dallas and a member of Zeta Tau Alpha sorority.

Finalists were Liz Gerbetz, Mary Beth Hand, Chris Adrean and Marcie White.

THE SCHEDULE will be kicked off today with the homecoming parade through downtown Lubbock which includes more than 25 floats and six bands.

Traditionally one of the most colorful events of the gala weekend, the 1966 parade gives an added incentive in the way of trophies and cash awards.

Downtown Lubbock, Inc., an organization of 50 Lubbock firms, will present a Sweepstakes Trophy and \$100 cash award to the top float in the parade.

FIRST AND second place awards will be presented to top ranking floats in three divisions, entries by fraternities, sororities and all-campus organizations. First place awards are engraved cups plus \$75 in cash. Second place are engraved plaques plus \$50 in cash.

Dorm decoration winners were Carpenter Hall in the men's division and Weeks Hall in the women's competition.

Highlighting the jam-packed schedule is the Tech-SMU battle this afternoon at two o'clock in Jones Stadium, preceded by the presentation of the Homecoming Queen and her court.

Finale of the Homecoming weekend will be a series of Saturday night dances. The exes dance, sponsored by the Ex-Student Association, will begin at 9 p.m. at KoKo Palace to the music of the Mark Anthony Orchestra.

UNION SPONSORED dances start at 8:30 p.m. in the Municipal Coliseum and the Union Ballroom. Music in the coliseum will be furnished by the "Outsiders." The Al Good Orchestra will play in the ballroom.

Tickets will admit students to either dance.

Friday night's whirl of activities began with the sixth annual Century Club dinner meeting in the Union Ballroom last night. Guest speaker was Troy V. Post of Dallas, chairman of the board of Greatamerica Corp. Honored guests were Tech board members and University staff and faculty members who have retired during the past year.

CENTURY CLUB members are those who have contributed \$100 or more to the Ex-Students Loyalty Fund.

A giant pep rally was held last night, featuring the "Goin' Band from Raiderland," and thousands of students.

Alumni gathered at the KoKo Palace and the Union Coronado Room last night for class reunions. Both dances featured a "Happiness" theme.

ALL EXES will be guests of several Lubbock firms at 11:30 a.m. today at a free luncheon in the Lubbock Municipal Auditorium. Hosts will be Furr's, Dunlap's and Frontier Stamps.

Journalism exes and past **Toreador** editors, this year's special guests in the Homecoming activities, are being honored from 8:30 to 10:30 in the Ione Hutchinson Conference Room of the Journalism building.

Mortar Board will have a coffee for alumni and members in the Anniversary Room of the Union from 8:30 to 9:30 a.m.

Sororities and fraternities have various off-campus activities honoring their exes planned for the day.



Troy V. Post Crowns 1966 Homecoming Queen Carolyn Case

Welcome home, exes

Welcome, exes, to a campus you just may not recognize.

If on occasion, you might be prompted to think you are dreaming, just look a little closer. What you see before you is not a dream at all.

This school which just last year celebrated its 40th birthday has entered its 41st year going and growing—and believe us, it's not at all out of style.

In only five years, the enrollment at Texas Tech has almost doubled. In that same five years, a dozen new buildings have sprung up on the campus.

Tech has added two new schools—the School of Law and the newly approved School of Education—and numerous new departments to its curriculum. Substantial increases have been made in the faculty and staff.

Along with its growth in size, Texas Tech has experienced a growth in status. It has achieved university status, even in the eyes of the Coordinating Board, Texas College and University System.

It has been chosen one of four schools in the state to continue

with major doctoral programs. Its individual departments receive acclaim regularly as examples of excellence in their work.

Texas Tech, in acreage, outranks any other institute of higher learning in the state of Texas. Its enrollment is third in the state.

And yet, regardless of its size, its growing reputation for excellence in academic, cultural and social achievements, Texas Tech still retains the friendly atmosphere that has been with it since its very beginning.

Texas Tech is a large school with a small school atmosphere. It began as a school representative of the region in which it is located—a region alive with the warmth of welcome.

The tradition of friendliness—indeed all the traditions that are Tech—originated with its first students and have been carried on through the years by students.

These students are you, exes. All that is Texas Tech is you. Welcome home.

Barbra Worley
Karen Wright
—Homecoming Editors

SWC battle highlights celebration

By GEORGE CHAFFEE
Sports Editor

Motivation is the word, homecoming is the occasion, and Jones Stadium is the sight of a Southwest Conference battle which will decide whether SMU will continue to share the league lead or Texas Tech will take a giant step out of the conference cellar.

The motivation stems from the Raiders' efforts to rise from the bottom rung of the SWC ladder with a win today. The Raiders have yet to bring home a conference victory in three outings. They have lost to Texas 31-21, A&M 35-14 and TCU 6-3.

SMU Coach Hayden Fry's charges have shown their potential by upsetting Illinois 26-7, beating Navy 21-3, and coming from behind to grab a win from Rice 28-24. The Ponies' one loss came from nationally-ranked Purdue 35-23.

THE PONIES average 219 yards rushing and 127.3 via the air lanes. Although the Mustangs have explosive backs in Jim Hagle, Larry Jernigan and D. J. Moore, most of SMU's ground yardage has come from Mac White, a 5-10, 175-pound quarterback who has already broken many SMU records set by Doak Walker and Don Meredith.

Other SWC ball carriers are rushing more often and rival quarterbacks are figuring in far more plays per game, but White is proving to be the most effective per play in each category. He has averaged 5.9 yards per carry and 6.1 yards per play in total offense.

ANOTHER serious threat to the Raiders comes in the package of Jerry Levias, the first Negro to play Southwest Conference football. Five of the twelve times that the Pony end has touched the ball on a scrimmage play, a touchdown has resulted. He has carried twice for 39 yards, completed his only two passes for 60, caught 8 passes for 135 (4 for TD's), returned 7 punts 75 and 9 kickoffs 171.

Tech currently holds down the second place spot in SWC offense behind the Mustangs.

RIDING on the passing arm of quarterback John Scovell, the young Raiders have proven themselves to be an offense-minded team.

In Southwest Conference individual statistics, the Raiders own top spots in nearly every category. Scovell leads total offense with 152 yards rushing and 783 yards passing for a total of 935 yards.

SCOVELL'S favorite target, end Larry Gilbert leads the conference in pass receptions with 34 grabs for 479 yards. The Kilgore junior broke two of Donny Anderson's records set last year when he grabbed 12 passes good for 159 yards against Florida State last week.

Behind Scovell in the backfield is a young lad who runs with as much class as Anderson. Mike Leinert ranks second in SWC rushing with a scant 6 yards behind Arkansas' Bruce Maxwell. Leinert has 341 yards to his credit.

He also leads the conference in kickoff returns, bringing back 13 for 261 yards, and he ranks fifth in pass receptions.

Providing protection for the backs is one of the youngest, yet best lines in Tech history.

LEADING the pack is Phil Tucker, a junior from Tulsa. Tucker is a strong contender for all-conference or higher honors this year. Along with Tucker are Stan Edwards, Don King, Jackie Booe and Ronnie Pack.

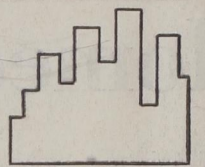
(Continued on page 6)



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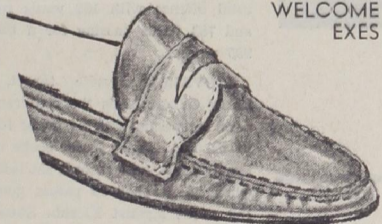
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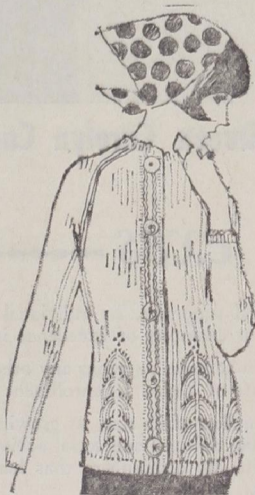
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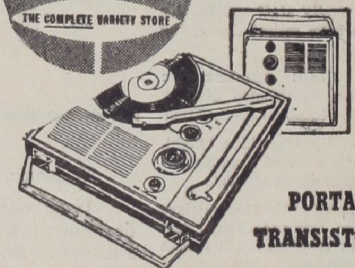
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- After three years of planning - Entrance fountain dream nears reality

Seven columns of colored water shooting 30 feet high splash and sparkle behind a 12-foot granite seal.

This dream for an entrance marker is, after three years, growing closer toward a reality. Finally underway once again, are the plans for a new entrance marker approved by Tech's Board in 1964.

THE SEAL and fountain to be constructed at Broadway and College Avenue will be fronted by a 75-foot reflecting pool. Construction on the first phase will begin around the first of the year and is expected to be completed by the beginning of fall 1967.

Special lighting will be focused on each tower of water, which will be electronically controlled according to the velocity of winds. A filtering system is planned to keep the fountains in operation and clear during sandstorms.

CONSTRUCTED OF granite, the seal will be one foot thick. The granite will be etched on both sides.

Total estimated cost of construction for the entrance marker is \$55,950.

Included in the plans are provisions to change the name on the seal if the college name

needed for the granite seal which will be sandblasted on both sides.

TERRACE AND walks will require an additional \$7,000. Pool and bridge construction will require \$6,000 and another \$6,000 will be needed for masonry fences and retaining walls.

Other construction items are new paving at \$3,000, new curbs and gutters at \$1,950 and removal of existing drives at \$1,500. Installation of fountain and lighting equipment will cost \$2,000.

ADDITIONAL COSTS are \$4,000 for architectural and engineering fees, \$500 for pool coping and \$1,000 for the granite base for the seal.

Maintenance estimates have been prepared by the college but these are not expected to be a major part of the cost. The college will be responsible for the maintenance cost which could run up to \$6,000 per year. This includes draining and cleaning the pool on a weekly basis.

LANDSCAPING AND sprinklers for the area of the marker may cost an estimated \$5,000.

Architects for the entrance design have discussed the construction with equipment manufacturers and fountain suppliers in preparing plans.

All cost figures are estimates, prepared by the architects in 1964.

Present costs have been revised to \$62,600. The first phase will cost approximately \$32,600.

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Tech International Club adopts friendship motto

"Peace Through International Friendship" is the motto of the Tech International Club.

Any student of any nationality, including Americans, are invited to join. Only requirements for membership are an interest in other cultures and two dollars. Presently members include 80 students from 33 countries.

PRESIDENT AZIZ ASHRAF of Pakistan said the club's purpose is for students of different countries to understand each other's cultures and beliefs.

The club will sponsor a float in the Homecoming parade, featuring their sweetheart, Van Nga Pham from Viet Nam.

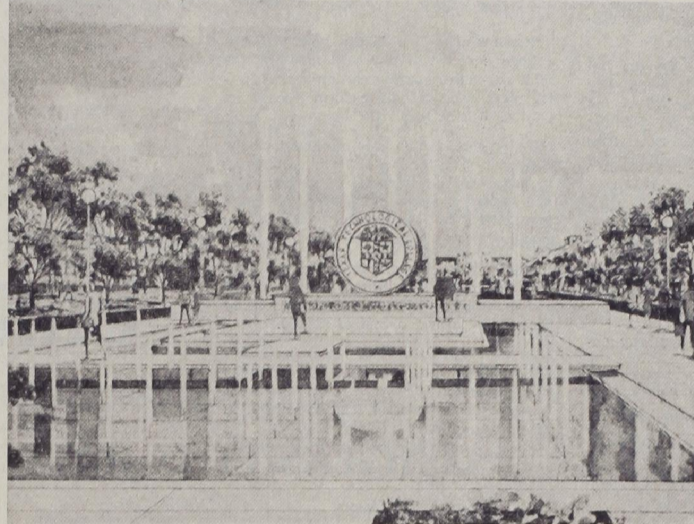
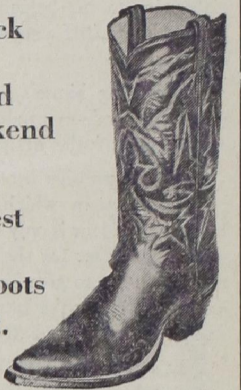
OTHER ACTIVITIES include a fashion show where students wear their native dress, a Christmas party and International Food Day when members cook dishes representative of their respective countries.

In addition to Ashraf, officers include John Morley, vice president, Mrs. Donna Vatan, professor of geography, and secretary, and Alfred Lawrence, Dr. Benjamin Bochi, professor of government, are club sponsors.

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Paint-bombing fails to mar LBJ cheers

MELBOURNE, Australia (AP) — President Johnson's limousine withstood a bombing—with washable paint—as Australia's second largest city turned out half a million persons to cheer him Friday.

The President laughed off the red and green paint incident, telling his staff: "I guess they just couldn't stand the size of that turnout." He was not touched by the paint—tossed perhaps by one of Australia's Viet Nam dissidents.

The Johnsons had just passed through the heart of Melbourne to the cheers of the biggest crowd yet on their Asian trip. It happened so quickly that eyewitness accounts differed.

According to some a clean-cut-looking man in his 20s darted out from among bystanders, got past security guards and smashed a plastic bag of green paint against the windshield in front of the driver.

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—'New era' in progress—

● A new mood at Tech

While the exes visiting the campus today are blinking in awe at the physical changes so evident all around them, they might also do well to take heed of a change in the atmosphere of the school—a change that began taking place when Dr. Grover E. Murray took up residency in the east wing of the Administration Building.

Dr. Murray expressed his philosophy in an address to faculty members and administration officials prior to the beginning of the semester when he told them, "If you don't produce, you will be replaced."

Including himself in the effect of this statement, he has been producing continually since his assumption of the office.

The impressive list of participants in the inaugural program which will officially make Dr. Murray president is only one indication of the mood which he has set for the university. His announcement of plans to give Texas Tech world-wide notice by making it the International Center for Arid and Semi-Arid Land Studies is another.

Even briefly listed, Dr. Murray's activities and accomplishments thus far are impressive to students and exes alike. His numerous speaking engagements on campus, in the city of Lubbock and the state as well in other parts of the country are putting Texas Tech on the map.

He is working for Tech's removal from the "black list" of the American Association of University Professors. He has begun a President's Seminar in order to improve the rapport between students and administration.

He has remodeled the east wing offices of the Administration for prestige sake. He is actively working for a Medical School for the university, with an application for such a school now before the Coordinating Board.

Dr. Murray is concerned with the school's image and is determined to make a good one for Texas Tech wherever he goes . . . he is Tech's most active public relations man.

In short, Dr. Murray has gotten this institution on the move while at the same time retaining the respect and friendship of students, faculty and administrators alike.

The philosophy which Dr. Murray put forth is one of action.

He has become his own best example.

Building program changes face of Tech

BY ROY McQUEEN
Staff Writer

The initial phase of a \$50 million building expansion program—designed to offset Texas Tech's astronomical growth rate—is underway on the campus with the fall of 1970 projected as the completion date for the school's "new era."

Tech, waking from a youthful sleep, finds itself spreading into areas that once were used for grazing by the school's livestock. In vogue with the tradition of the West, Texas Tech is spreading out.

Under construction on the campus are a language-mathematics building, plant utility tunnels and additional walkways.

Recently completed in time for the fall semester were the addition to the library and 19 temporary buildings for offices and classrooms to be utilized until the building project is finished. Implemented last spring were entry stations to control traffic on the campus.

DURING THE NEXT five years, the master plan for the campus calls for:

- three additional high-rise dormitories;
- a museum which will also serve as the headquarters for Tech's new study of arid and semi-arid land;
- a fountain plaza at the Broadway entrance to the campus;
- a business administration building;
- a biology building and additions to the chemistry and home economics buildings;
- structures to house the departments of architecture, agricultural plant sciences, hydrology, music, and the School of Law;
- a physical plant and power plant to maintain the new structures.

—Most obvious to the visitors on campus today is the new high-rise dormitory complex under construction at Flint Ave. and 19th St. The high-rise housing project is the first of its kind at Tech.

Scheduled to tower 12 floors, the dormitories will be tallest buildings on campus by six floors and also among the tallest buildings in Lubbock.

Construction of the three units started in mid-June and target date for occupancy is September of 1967. The three dorms are the first half of an ultimate \$20 million, six-dorm complex designed to house 3,432 students.

The first three dorms—including professional fees during construction and furnishings—is estimated at \$11 million. Two of

the first three will be for women students while men will occupy the third unit.

EACH DORMITORY will house 572 students and will boost dormitory space an estimated 25 per cent. Currently, Tech is able to provide housing for 7,171 of its more than 17,000 students.

Other students live off campus in housing that must be approved by the student's respective Dean. Tentative plans have been made for private high-rise apartment houses at 19th and College and at 10th and College. Plans have been stalled however, by zoning suits.

Students who live in the new high-rise college dorms will pay \$110 monthly, the most expensive housing on campus. Effective next fall, all other dorm rooms on campus will be hiked \$10 monthly.

Under construction just northwest of the University Theater is a \$1.3 million building to house the departments of mathematics and foreign languages. Work on the building started last spring and is due to be completed for the fall semester next year.

Plant utility tunnels to serve the new buildings are being constructed at a cost of \$933,000. The additional walkways being constructed are at a cost of \$33,000.

To ease Tech's critical classroom shortage, the college purchased 19 barracks from Sheppard AFB. The barracks were transported to Lubbock and renovated in

time for use this fall at a cost of \$163,500.

ALSO COMPLETED in time for the start of school were the additions to the south basement and third floor of the Tech Library at a cost of \$234,278.

At the last board of directors meeting, bids were ordered for a \$4.5 million business administration building to be located at

Bids on the new BA building will be opened Dec. 3. The total price is to include construction and equipment, according to M. L. Pennington, vice president for business affairs.

At the same meeting, directors approved a \$3.8 million central heating and cooling plant. Bids for this project are expected to be opened in early 1967.

The heating and cooling plant will serve the new high-rise dormitory complex and must be completed by next fall.

Construction is expected to begin soon on a fountain to be located in the Amon

G. Carter Plaza at the Broadway entrance to the campus.

The biology building is next on the priority schedule for construction. The building is scheduled to cost \$4.5 million and include six floors. A separate 500-seat freshman lecture hall is slated to be built northeast of the present science building.

TO MAKE WAY for the new BA building, the animal barns were moved from the main campus and located north of Tech Freeway. The move was made last spring.

Also at their last meeting, the board passed a resolution to allow the Livestock Judging Pavilion to stand as a memorial on the campus. The pavilion was built for \$38,064.

Pennington said the other buildings will be built as funds are available, and no order of priority has been established. The building program has been made possible by a 10-cent state ad valorem tax which is expected to produce \$15 million over a 10-year period.

Editorial Page

UNIVERSITY DAILY

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THE UNIVERSITY DAILY, official student newspaper of Texas Technological College, Lubbock, Texas is regularly published daily, Tuesday through Saturday.

THE UNIVERSITY DAILY is a member of The Associated Press, which retains the right to use any material therein.

The editor strikes back

(Letter from Richard Cato, Murdough Hall, published Friday which questioned an earlier editorial entitled "no win, no support.")

MR. CATO: We feel you missed the entire point of the editorial, which stated that if the Raiders don't win, then neither students nor townspeople support them. By support we mean support for the duration of the game, not merely for the first few minutes or the first half. We feel the fan who does this is attending the game as a social function and a cheap way to spend a Saturday night, but not to see the Raiders win.

As for the fans being frustrated as a result of the team, it is likely that the team was equally frustrated as a result of the fans. After all, we doubt you would appreciate your audience leaving in the middle of a speech you were delivering, no matter how bad or good you were doing.

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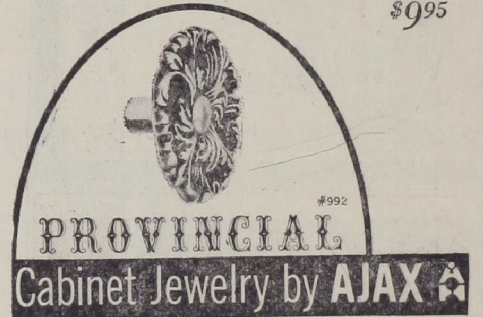
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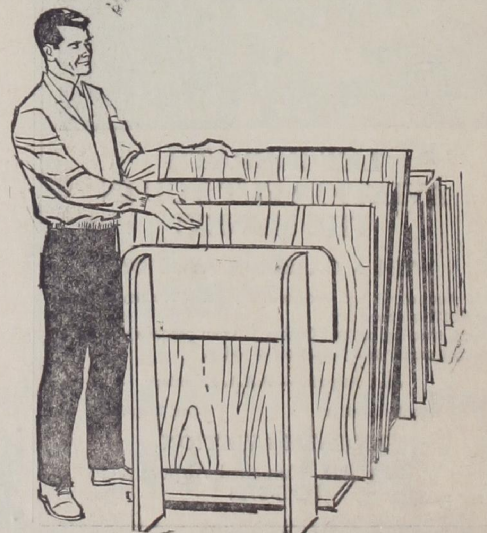


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KTXT adopts new educational ideas

Texas Tech's radio station, KTXT-FM, has adopted ambitious concepts in educational broadcasting.

The original concept set down in the fall of 1961 was that the station would be a training ground for students to learn the operation of a radio station.

THIS IS STILL the prime objective — with a few modifications.

Julius Graw, faculty advisor for the station, said: "We must allow these students to 'do' things in radio. This is where KTXT-FM has stopped in the past, and this has been fatal."

The idea is that the student should be given thorough working experience in such activities as reading news, making station promotional tapes and public announcement tapes, and running a musical show of his own.

"KTXT-FM cannot be commercial in the true sense of the word, but the only area we need neglect is actually selling time," said Graw.

Graw also added, "In all other areas we shall strive to be competitive with and hopefully better than any local station."

To enhance this air of promotion, the station has embarked upon a new programming policy.

IT IS SIMILAR to the programming of popular commercial stations with the exception of what is termed "hard rock." Program director Patsy Cain defines "hard rock" as being "loud fast moving music that is usually associated with the younger teenage set." KTXT-FM is playing "easy going rock" plus some selections from the "pop" and "good music" fields.

The format is also new. Except for news and public announcements, music is uninterrupted.

This is a unique idea for any FM station—be it commercial or educational. At this time there is one station in New York City offering "popular" music via FM (but its music is interrupted since it has to sell time to advertisers).



HALF A SIXPENCE — The light-hearted musical "Half a Sixpence," starring Susan Camber as Flo, Kenneth Nelson as Arthur Kipps, and Marget Wyeth as Emma, will

appear in the Municipal Auditorium on October 26 and 27. Based on the H. G. Wells' novel, "Kipps," the performances will be at 8 p.m.

— 'Half a Sixpence' —

Musical scheduled here

The touring company of "Half a Sixpence" is coming to Lubbock on October 26 and 27, at the Municipal Auditorium for two 8 p.m. performances.

"Half a Sixpence" is basically a light-hearted dancing show with at least one elaborate ballet.

IT IS BASED on H. G. Wells' novel, "Kipps." It recreates England around 1900 and tells the story of a poor draper's (drygood's) apprentice who sleeps in the dark basement of the store.

It is a song and dance saga of "how to fail in business without trying."

Kipps is played by a slender young man, Kenneth Nelson, who was born in San Antonio. He sings, dances, and acts.

HE IS well-known to the Broadway critics as the star of "Seventeen," the adaptation of Booth Tarkington's novel. He has also appeared in many television shows such as Jack Parr, Johnny Carson, Studio One, and the Kraft Music Hall.

Dancing in "Half a Sixpence" is Tom Panko.

Posessed by "the demon of self-advancement," Kipps \$4, \$3.50, and \$3.

charms a society girl, inherits a fortune, breaks the heart of his childhood sweetheart, a lady's maid. He has his day at Pall Mall and at Ascot. Later he loses his fortune, opens a second-hand book store, marries his lady's maid and lives happily, if simply thereafter.

THE STORY is told for the musical stage by Beverly Cross and David Heneker.

Civic Lubbock, Inc. brings the play to Lubbock and Touring Theatre, Inc. presents it.

Tech students may purchase tickets for \$2 with their ID's. Other tickets sell for \$5, \$4.50.

Raider Roundup

JOURNALISM EXES

The Journalism department will sponsor a coffee for all graduates of the department at 8:30 a.m. Saturday.

The coffee will be held in the Ione Hutchinson Conference Room of the Journalism Building.

PHYSICAL EDUCATION EXES RECEPTION

P.E. exes and majors are invited to a reception Saturday in the Women's Gym from 8-9:30 p.m. All ex-students and parents are welcome. The reception will be sponsored by the Major-Minor Club.

HOMECOMING BREAKFAST

The Tech Agriculture Council will sponsor the annual homecoming breakfast Saturday.

The breakfast will be served at 7 a.m. in the Agriculture Pavilion. The public is invited to attend. There will be a \$1.25 charge per person for the meal.

SPELEOLOGICAL SOCIETY

The Texas Tech Speleological Society will have a get acquainted meeting for new members and a poster party in room 44 of the Science Building, Tuesday, Oct. 25 at 7 p.m.

'Outsiders' play for Homecoming

"The Outsiders," five of the most "in" young performers of 1966, are scheduled to play one of the two Homecoming Dances at 9 p.m. today in the Municipal Coliseum.

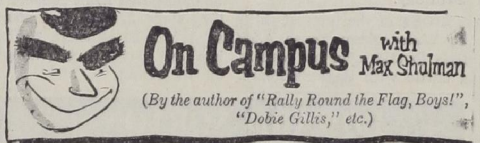
The young group, based in Cleveland, climbed the hit lists with the release of their first Capitol single, "Time Won't Let Me."

"The Outsiders" are led by guitarist - composer - arrang-

er, Tom King, who wrote the group's big hit. Others are Mert Madsen, Sonny Geraci, Bill Bruno, and Ricky Baker.

A homecoming dance for those who prefer their music smooth and easy, will be at 8:30 p.m. in the Union Ballroom, featuring Al Good and his orchestra.

Tickets are \$1 per person and ticket stubs entitle persons to attend either or both dances.



On Campus with Max Shulman
(By the author of "Rally Round the Flag, Boys!", "Dobie Gillis," etc.)

ONCE MORE UNTO THE BREACH

Way back in 1953 I started writing this column about campus life. Today, a full 13 years later, I am still writing this column, for my interest in undergraduates is as keen and lively as ever. This is called "arrested development."

But where else can a writer find a subject as fascinating as the American campus? Where else are minds so nettled, bodies so roiled, psyches so unglued?

Right now, for example, though the new school year has just begun, you've already encountered the following disasters:

1. You hate your teachers.
2. You hate your courses.
3. You hate your room-mates.
4. You have no time to study.
5. You have no place to study.

Friends, let us, without despair, examine your problems one by one.

1. You hate your teachers. For shame, friends! Try looking at things their way. Take your English teacher, for instance. Here's a man who is one of the world's authorities on Robert Browning, yet he wears \$30 tweeds and a pre-war necktie while his brother Sam, a high school dropout, earns 70 thou a year in aluminum siding. Is it so hard to understand why he writes "F" on top of your themes and "Eeeyich!" in the margin? Instead of hating him, should you not admire his dedication to scholarship, his disdain for the blandishments of commerce? Of course you should. You may flunk, but Pippa passes.

2. You hate your courses. You say, for example, that you don't see the use of studying Macbeth when you are majoring in veterinary medicine. You're wrong, friends. Believe me, some day when you are running a busy kennel, you'll be mighty glad you learned "Out, damned Spot!"

3. You hate your room-mates. This is, unquestionably, a big problem—in fact, the second biggest problem on American campuses. (The first biggest, of course, is on which side of your mortar board do you dangle the tassel at Commencement?) But there is an answer to the room-mate problem: keep changing room-mates. The optimum interval, I have found, is every four hours.

4. You have no time to study. Friends, I'm glad to report there is a simple way to find extra time in your busy schedule. All you have to do is buy some Personna Super Stainless Steel Blades. Then you won't be wasting precious hours hacking away with inferior blades, mangling your face again and again in a tedious, feckless effort to winnow your whiskers. Personna shaves you quickly and slickly, easily and breezily, hacklessly, scrapelessly, tuglessly, nicklessly, scratchlessly, matchlessly. Furthermore, Personna Blades last and last. Moreover, they are available both in double-edge and Injector style. And, as if this weren't enough, Personna is now offering you a chance to grab a fistful of \$100 bills. The Personna Super Stainless Steel Sweepstakes is off and running! You can win \$10,000 and even more. Get over to your Personna dealer for details and an entry blank. Don't just stand there!

5. You have no place to study. This is a thorny one, I'll admit, what with the library so jammed and the dorms so noisy. But with a little ingenuity, you can still find a quiet, deserted spot—like the ticket office of the lacrosse team. Or a testimonial dinner for the dean. Or the nearest recruiting station.



You see, friends? When you've got a problem, don't lie down and quit. Attack! Remember: America did not become the world's greatest producer of milk solids and sorghum by running away from a fight!

© 1966, Max Shulman

The makers of Personna Super Stainless Steel Blades (double-edge or Injector style) and Burma-Shave (regular or menthol) are pleased (or apprehensive) to bring you another year of Max Shulman's uninhibited, uncensored column.

Bi-national art exhibit to open at Tech museum

Eric Gibberd, a New Mexico artist, will open his bi-national exhibition of paintings, "Colima to Colorado," in the Art Gallery of West Texas Museum Sunday.

Paris, London, Barcelona, Amsterdam, Los Angeles, Oklahoma City and Denver.

In the past 15 years, Gibberd has had many one-man shows, including ones in Sunday through November 6.

Two years of work and nearly two thousand miles of travel are represented in his exhibition and the majority of the 28 paintings are of semi-abstract landscapes showing the area around Manzanillo, Colima, and Denver, Colorado.

FOLLOWING ITS opening in his home town, Taos, in August of 1965, the exhibit moved from the Interantional House in Denver to eight cities in Mexico. It comes to Lubbock from Dallas.

The Mexican tour was governed by the Institute Cultural Mexicano-Norte Americano. The tour included the cities of Guadalajara, Morelia, Merida, Vera Cruz, Mexico City, San Luis, Torreon and Monterrey.

"THIS TYPE of cultural activity is a tremendous contribution to strengthening the ties of friendship and understanding between the American and Mexican people," the U. S. Consul in Nuevo Laredo said.

Numerous private collections have acquired Gibberd paintings and others have been purchased by Oxford Univer-

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Baylor Bears not in yet

By BILL MOORE
Assistant Sports Editor

It looks like the Baylor Bears are getting it into their head that they want to win a Southwest Conference championship this year.

The Bruins have played one conference game, won it and in the process knocked off what was considered the top dog in the conference this year, Arkansas. With what could be their biggest obstacle out of the way, Baylor is beginning to see the slight glimmer of Cotton Bowl white.

But now the question of whether a conference team can go undefeated this year is beginning to crop up in SWC minds.

True, the Bears are undefeated in conference play but so is the team they play this week, Texas A&M. In fact, these are the only two undefeated teams left in the conference besides SMU.

Even so, the experts, still seeing Bear butchered Hog bacon scattered across the Ozarks, have rated the Bruins a solid favorite to upset the Aggies' winning wagon.

But even a win over A&M will not set smooth sailing winds for the Bears' conference title bout. Following the Aggies, the Bears face TCU, Texas, Texas Tech, SMU, and Rice in successive order and any one of these teams is capable of stopping the Bruins.

So, what will happen if the Bears do lose a conference game?

If that case should come about it would be very possible to have a multi-team finish at the top of the conference heap. Arkansas, A&M and SMU are still considered strong conference contenders and any one of the three, along with Baylor, could finish first if a Bruin loss should occur.

But, as said earlier, the Waco Baptists have got that Cotton Bowl notion in their head, making it just a little bit tougher on any other team that may be thinking along the same line.

Poor Ol Bill

The eyes of Texas are upon you,
All the live long day,
And as Bill Bradley can tell you,
You cannot get away.
The 'Horns built him to be an idol,
He was something really super.
But poor ol' Bill is losing his title,
To first year sophomore bloopers.
* Sung to the tune of "The Eyes of Texas"



JIMMY EDWARDS (left) and SMU's Billy Bob Stewart will be overworked and underpaid this afternoon as each tries to do his part containing the two best offenses in the Southwest Conference. Stewart is a possible All-

American this season following a great year in '65 which saw him make a total of 138 tackles. Edwards is a mainstay in the Raider secondary.

MORTAR BOARD

Mortar Board, national senior women's honorary organization, is preparing to select members for next year. Sophomore women with at least 60 semester hours and an overall grade point of 2.8 are eligible. Those who have not been contacted by Mortar Board can pick up applications in the office of the Dean of Women. Deadline for applications is October 26.

A&M-Baylor tops SWC

By HAROLD V. RATLIFF (AP)—Three highly important games in the championship race and two that could alleviate an inter-sectional slump make up the Southwest Conference football schedule Saturday.

MOST of the interest shifts to Waco where Texas A&M tries to take over the lead in a battle with Baylor's Bears.

This one, to be regionally televised, should attract a near capacity crowd of close to 50,000.

THE AGGIES, now leading with a 2-0 record to the surprise of nearly everyone, will be undisputed front runners if they stage an upset. And an upset it will be although Baylor has one conference triumph on its string.

The Bears are favored despite the fact that the Aggies have scored 70 points to only 14 for the opposition in blasting Texas Tech and Texas Christian out of the park.

Texas is facing elimination the earliest in years as the Longhorns tackle the frustrated Rice Owls at Houston.

TEXAS CHRISTIAN, which appears in the other inter-sectional game, isn't expected to help the league out. The Christians play Auburn at Auburn, Ala., and are three-point underdogs. Auburn has won only two out of five but TCU has done worse. The Frogs have taken just one out of five.

Tech tries to stymie explosive Mustangs

(Continued from page 1)

Southern Methodist is hailed for its defensive strength, and a pair of all-SWC performers—guard John LaGrone and linebacker Billy Bob Stewart—constitute the backbone of the stingy Mustang defense.

TECH'S defense has been weak, and the Raiders could be vulnerable to the SMU ground game. The final outcome should rest on how well the Raiders are able to stop the charges of White, Jernigan and Hagle.

The Raiders still carry the scars of injuries going into today's game. Still on the ailing list is guard Bill Adams, halfback Alan Schriever, tackles Jim Arnold and Alan Radabaugh and end Joe Hurley.

RETURNING to action will be center Jerry Turner and tackle Stan Edwards. After flirting with injuries, Scovell and King should be ready to go for the Raiders.

The SMU camp reports only one injury. Halfback Mike Richardson received a hip-pointer in the Rice game last week and it is uncertain

whether or not he will play.

TECH OWNS a 20-15-1 homecoming record. SMU has appeared at three previous homecomings, winning 7-6 in 1944, losing 28-7 in 1960, and winning 14-0 in '62.

Starting against the Mustangs will be ends Gilbert and Lou Breuer, tackles Edwards and Tucker, guards King and Paek, and center Booe.

In the backfield will be Scovell, Leinert, halfback Roger Freeman and fullback Kenney Baker.

TAPPED for defensive chores are ends George Cox and Terry McWhorter or Richard Campbell, tackles Gene Darr and James Henkel, guards Joe Brown and Doug Young, linebacker Jim Haney, halfbacks Ronnie Rhads and David Baugh and safeties Guy Griffis and Gary Golden.

A crowd of 40,000 is expected for the 2 p.m. tilt and the game could be a sellout.

A new dimension to Texas Tech football fanfare will be unveiled at the Red Raider-SMU game today with the addition of a colorful card section.

Notre Dame picked to topple Oklahoma

(AP)—Oklahoma's football supporters have had to wait while the Sooners rebuilt a team that had sagged from its standing as the nation's greatest nine years ago.

NOW, with the bulk of the job having been accomplished, they have to worry about weight.

THAT'S BECAUSE the Sooners, in their big game against top-ranked Notre Dame Saturday will be outweighed 31 pounds a man in the defensive line and 18

pounds a man in the offensive line.

The oddsmakers think Oklahoma will need the luck of the Irish to win and have installed Notre Dame a 13½-point favorite.

EACH TEAM is unbeaten in four starts. Oklahoma, which had only a 3-7 record last season, is in 10th place in the latest Associated Press college poll.

Notre Dame stopped Oklahoma's 47-game winning streak in 1957 when the Sooners, under Bud Wilkinson, were the powerhouses among the major teams.

RELIGIOUS INTEREST COUNCIL

Religious Interest Council will meet Monday at 5:15 p.m. in room 207 of the Tech Union to preview films for future programs. All interested persons are invited.

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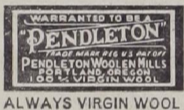
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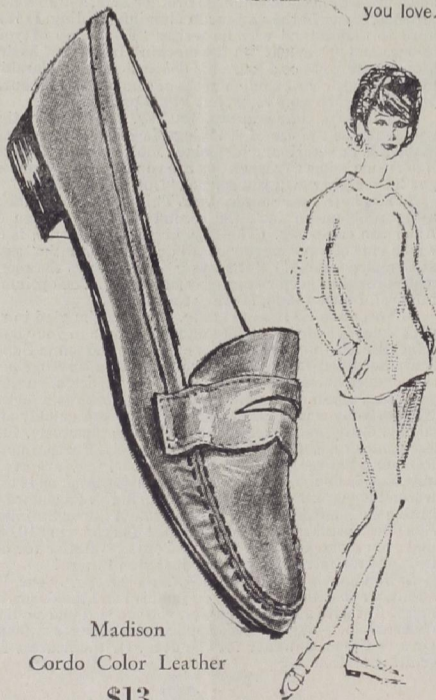
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"ON THE CAMPUS"

Tech Picadors show strength

Quick and strong are two good adjectives to describe the 1966 Tech Picadors.

Posting a 2-0 record thus far in the freshman season, and a 1-0 record in the four-game varsity reserve series, the Frosh are well on their way to posting another winning season.

COACHED by Berl Huffman, the Picadors have beaten the Rice Owlets 17-14, and the Arkansas Shoats 17-7. Thursday night the freshmen eked out a 15-14 win over the Redshirts in the opening game of that series in Jones Stadium.

Jerry Don Sanders of Earth serves as kicking specialist for the Frosh, and Sanders has earned his keep so far in the season. Sanders has kicked three field goals in all three games and these points proved

to be the winning margin in two games.

Coach Huffman loves to talk about Sanders' kicking and one day told about the distance Sanders gets with kick-offs.

"I THOUGHT we'd practice kickoff returns for awhile and I let Sanders do the kicking," Huffman growled. "He kept kicking them over the heads of the backs so I switched the teams around so he'd be kicking into the wind. He put two more over the backs' heads so I sent him to the showers and got another boy to kick so we could practice."

Although Sanders has gotten good distance as verified by his short Tech record of a 52-yard field goal set against Rice, he seems to be a little inconsistent. However, Huffman doesn't seem to mind since Sanders seems to be able to kick the ball anywhere Huffman wants it.

ONE EXAMPLE was when the Picadors opened against the Rice Owlets in Lubbock. On one kickoff, Sanders shanked the ball off his foot and it rolled out of bounds. Backed up to the 35-yard-line, Sanders again booted it out-of-bounds. Backed up to the 30 Sanders finally got a good toe into it and the ball sailed five yards deep into the Owlet end zone.

Two more good reasons the Picadors are strong this year are a pair of speedy backs in James Bennett and Kevin Ormes.

BENNETT, a 6-2, 190-pound Amarillo Tascosa product, has proven to be a consistent ground gainer and sticky-fingered pass receiver in the Picador offense.

Ormes is a speedy back from Dallas. Although small (5-10, 175-pounds) he is a former high school track star who

has the ability to get behind defenders and the hands to catch the ball in a crowd.

BARKING signals for the Frosh is a hometown boy, Randy Bowlin of Monterey. In high school, Bowlin broke all passing records while gaining all-state honors and "Back of the Year" honors in District 3-4A.

Although there are a few who stand out, Huffman continues to use his policy of "play everyone" during games.

"There are two reasons for this," Huffman said. "First, you've got to maintain interest among the team members and second, it's essential for evaluating the individual's progress under game conditions."

Tech homecoming not a jinx for foes

Homecoming hasn't been too formidable a jinx for Texas Tech opponents; however the Red Raiders have won 20 of 36 such contests.

Tech has squared off against such teams as DePaul, Centenary, Duquesne, Creighton and the Marines in homecoming games.

THE FIRST homecoming game was played in 1930 as the then Matadors bowed to Hardin-Simmons 20-6. The 1930 team was in a period of rebuilding that season and finished with a 3-6 record.

Later, in 1938, Tech posted a perfect 10-0 record. Homecoming that year saw the Matadors steal a 7-0 victory from Gonzaga using such tactics as the old "Statue of Liberty" play.

AFTER the Red Raiders began SWC competition in 1960, Southern Methodist was the homecoming victim as the Raiders won 28-7.

However, SMU has won two out of three homecoming contests with the Raiders.

The first was in 1944 as the Mustangs slipped past the Raiders 7-6. The last homecoming game with the Ponies was also a disappointment as the Raiders fell 14-0 in 1962.

AS FAR as records are con-

cerned, the most impressive was set by an opponent. Butch Brume, a Rice quarterback, scored six touchdowns in 1961 to lead the Owls to a 42-7 victory over the Raiders and set a SWC record.

In last year's homecoming game Tech skunked the Owls 27-0 behind two TD's by Donny Anderson, one coming from a 43-yard pass from Tom Wilson. That game was the only one in which Tech was able to keep the other team from scoring.

IN ALL GAMES played between SMU and Tech, the Raiders were 6-0 winner in the 1932 inaugural, and are ahead in total series, 7-6. In games played since the Raiders joined the Southwest Conference, Tech leads 4-2. Last year the Raiders captured a 26-24 contest in Dallas.

Predictions (unguaranteed)

Lady has taken a definite lead over the rest of the field; while White Hope, Old Man, Gypsy and Star Gazer are pressing for second. Red Horse and Guessin' Go Go are bringing up the rear.

Dedicated to the exes, these are our Homecoming predictions:

	White Hope	Old Man	Dark Lady	Gypsy	Star Gazer	Red Horse	Guessin'
Arkansas-Wichita	Arkansas	Arkansas	Arkansas	Arkansas	Arkansas	Arkansas	Arkansas
TCU-Auburn	Auburn	TCU	TCU	Auburn	TCU	TCU	Auburn
Texas A&M-Baylor	Baylor	Baylor	Baylor	Baylor	Baylor	Baylor	Baylor
Tech-SMU	SMU	SMU	Tech	SMU	SMU	Tech	SMU
Texas-Rice	Rice	Rice	Texas	Rice	Texas	Texas	Texas
Notre Dame-Oklahoma	Notre Dame	Notre Dame	Notre Dame	Notre Dame	Notre Dame	Notre Dame	Notre Dame
Michigan St.-Purdue	Michigan St.	Michigan St.	Michigan St.	Michigan St.	Michigan St.	Michigan St.	Michigan St.
Oklahoma St.-Kansas	Oklahoma St.	Oklahoma St.	Oklahoma St.	Oklahoma St.	Oklahoma St.	Oklahoma St.	Oklahoma St.
Dallas-Cleveland	Dallas	Dallas	Dallas	Dallas	Dallas	Dallas	Dallas

RICE TICKETS

Tickets for the Texas Tech-Rice game, to be played in Houston next Saturday, are on sale at the Tech Athletic Office.

ROTC tilt scheduled

Army vs. Air Force (ROTC style) will become a reality Wednesday as squads from both military units clash in the first such game in Tech history.

THE KICKOFF is set for 7 p.m. Wednesday at intramural field No. 2 located north of the Intramural Gym or "Old Barn."

The game should become a natural rivalry that will continue through the years.

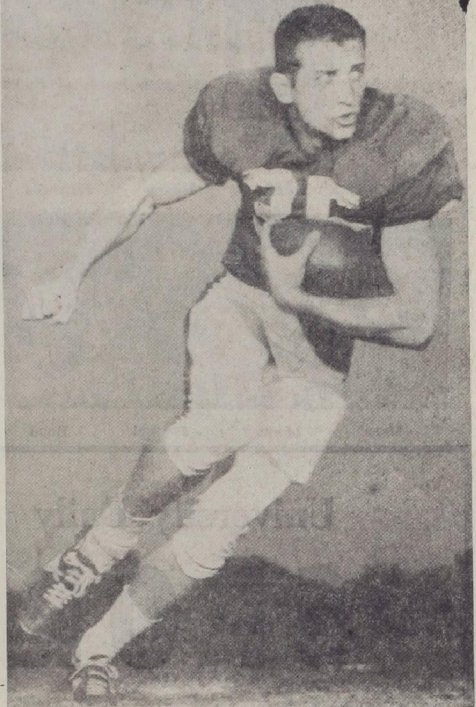
BOTH TEAMS have competed in intramural touchfootball in the past. However, they were not placed within the same league during the draws at the organizational meetings.

Both are still in separate leagues, but a "grudge" game has been granted by the Men's Intramural Department.

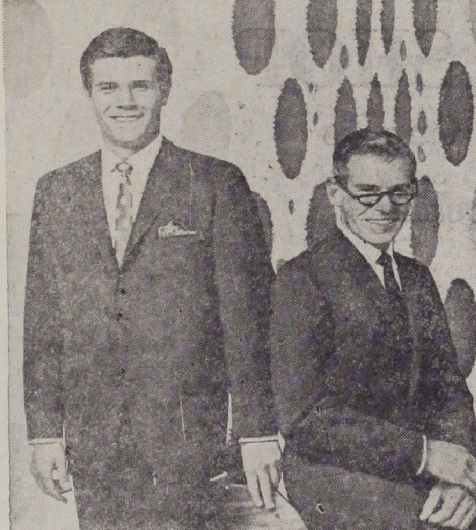
THE AIR FORCE ROTC squad has played two games posting a 1-1 record thus far in the season.

Army ROTC has played only one game and it ended in a 0-0 deadlock.

THE GAME Wednesday will not go on the won-loss record of either team since both are in separate leagues. However, there is still the matter of pride to provide the incentive for a hard-fought game.



LEAN 'N HUNGRY—Mustang halfback Jim Hagle will start for the Ponies this afternoon as SMU drops in on Tech homecoming festivities. Last year Hagle received strong consideration for sophomore-of-the-year honors.



LEADERSHIP IS NOT TAKEN LIGHTLY BY COLLEGE HALL

For over three decades COLLEGE HALL has been the acknowledged leader in the natural shoulder field of tailoring. Never complacent—when their research has pointed out new areas for development, new stylings, new fabrics and new approaches—COLLEGE HALL has responded with major effort. Presentations for the "second generation" are now displayed in DOMS collections—traditional, yes, and one other aspect. A style geared for ready acceptability!

Welcome Exes

Our coffee pot is brewing a cup of fellowship . . . so drop by for a few words and a view of our completely remodeled store!



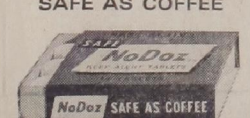
KAPPA KAPPA PSI—TAU BETA SIGMA

Kappa Kappa Psi and Tau Beta Sigma are co-sponsoring a Homecoming banquet for past and present members at 7:30 p.m. Saturday in the Coronado Room of the Union. Tickets are \$2 per person and will be sold at the door or purchased in the band office. Mr. J. W. King will be the speaker.



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NoDoz Keep Alert Tablets fight off the hazy, lazy feelings of mental sluggishness. NoDoz helps restore your natural mental vitality...helps quicken physical reactions. You become more naturally alert to people and conditions around you. Ye NoDoz is as safe as coffee. Anytime... when you can't afford to be dull sharpen your wits with NoDoz.



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He's an easy person to talk with, and what he has to tell you about these policies can make a lot of difference in your future. Talk with him when he calls — give him an opportunity to be "Your Friend for Life." There's never any obligation.

KENT RABON
209 Fields Bldg. SH7-2974
representing... Southwestern Life

Basketball future uncertain

By GARY TILORY
Staff Writer

It's going to be a tough road this season for the Raider basketball team but it will also be a tough road for their opponents.

With a pre-season prediction of a sixth place finish in the conference staring them in the face the Raiders are placing more emphasis on defense.

"WE HAVE been well pleased with the team so far," said Head Coach Gene Gibson. "They have shown a lot of

hustle and spirit and a good dedicated effort," he said.

"Our starting line-up at present consists of seniors, Billy Tapp, Dave Olsen, Trenton Bonner, Jimmy Fullerton and junior Vernon Paul," said Gibson. "Each year we start out by letting the returning lettermen and seniors be on the first team. As the season goes on new players have a chance to break into the line-up," said Gibson. "However if no one can break into the line-up then we will go with this squad for the year," he said.

PRESSING HARD for the first team are sophomores Larry Lewis, 5'10" guard who averaged 29 pts. on the freshman team last year; and Benny Wiggins, 6'7" center who averaged 14 pts. and 12 rebounds on the freshman squad. Jim Nelson, a transfer from Tyler Junior College who averaged 15 pts. and 12 rebounds, is considered a good defensive man.

Other up and coming prospects are Bob Cunningham, sophomore from last year's Picador squad; Jerry Haggard, first year man and Joe Dobbs a red shirt last year.

WIGGINS and Lewis have been looking good and Cunningham was looking good until he hurt his knee, missing the last two practices. These three boys will play a lot of ball for us this year," said Gibson.

"THE CONFERENCE race will be in three divisions," said Gibson. "The first will be TCU and SMU. These two will

have to be favored because they only lost one player each from last year's squads. In the second division will be Baylor, Texas, Texas A&M and in the final will be Rice, Arkansas and Tech. This is the general consensus around the conference anyway," said Gibson.

As senior Dave Olsen said it, "We aren't going to give anything to anybody this year."

Sunday AFL contests mark season's halfway

NEW YORK (AP)—Cookie Gilchrist returns to action wearing a new uniform while the New York Jets and San Diego Chargers seek to put more icing on their divisional leads in the American Football League Sunday.

Games that will put the circuit at the season's halfway mark pit Oakland at New York, San Diego at Boston, Miami at Houston and Kansas City at Denver. The Buffalo Bills are not scheduled.

Gilchrist makes his season's debut with Miami after sitting out the first weeks of the campaign because of a dispute with his former team, Denver. He was picked up by the Dolphins last week.

The Jets, leading the Eastern Division with a 4-1-1 record are seven-point favorites to beat the improving Raiders.

Haggett-Southall duel set today in Waco

(AP)—One inch, two pounds and 175 yards separate young Edd Hargett of Texas A&M and veteran Terry Southall of Baylor, two of the Southwest Conference's best passing quarterbacks this season.

SOUTHALL, who has No. 16 on his jersey, and Hargett, who wears No. 10, are expected to provide one of the conference's all-time passing duels when their teams meet Saturday afternoon at Waco in a regionally televised game.

Hargett, who at 6-feet and 186 pounds is one inch taller and two pounds heavier than Southall, has become one of the top sophomores in the conference this year.

AFTER THE AGGIES got off to a wobbly start, losing to Georgia Tech and Tulane, Hargett started clicking and passed A&M past Texas Tech and to a tie with LSU and a win over TCU.

His 52 per cent pass completion average is the best in SWC play. He has hit on 68 of 130 attempts for 913 yards and ranks seventh nationally.

AMONG the conference's regular passers, Southall, a senior, has the worst completion average, 45 per cent. His 740 yards on 56 completions ranks him third behind Tech's John Scovell.

Although Baylor and A&M are the two best passing teams, they also are among the best defenders against the pass. The Bears, in leading the conference, have yielded 102 yards a game to opponents and the Aggies are third at 132 yards per contest.

THE AGGIES have three of the top six pass defenders in the league in Curley Huffman, Tuffy Fletcher and Lawson Howard, each with three interceptions.

Victories by Baylor and SMU would leave the two teams tied for first place.

Red Raider probable starters

OFFENSE



Turner Scovell Leinert Scarborough Tucker Gilbert

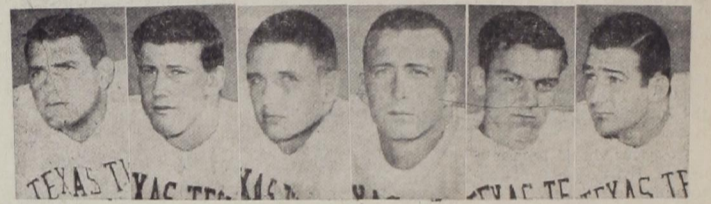


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WINCHESTER 50TH AND INDIANA

Basketball Schedule Texas Tech 1966-67

Dec. 1	University of Colorado at Lubbock
Dec. 3	University of Wichita at Lubbock
Dec. 9	University of Arizona at Tucson
Dec. 10	University of New Mexico at Albuquerque
Dec. 13	University of Oklahoma at Norman
Dec. 17	Kansas State University at Lubbock
Dec. 19	University of Wyoming at Laramie
Dec. 20	University of Denver at Denver
Dec. 27	University of Utah at Lubbock
Jan. 4	Texas Christian at Fort Worth*
Jan. 7	University of Arkansas at Fayetteville*
Jan. 10	Rice University at Lubbock*
Jan. 14	University of Texas at Lubbock*
Jan. 21	New Mexico State University at Lubbock
Jan. 28	Baylor University at Lubbock*
Feb. 4	Southern Methodist University at Lubbock*
Feb. 7	Texas A&M at College Station*
Feb. 11	Texas Christian at Lubbock*
Feb. 14	Southern Methodist University at Dallas*
Feb. 18	Texas A&M at Lubbock*
Feb. 21	University of Texas at Lubbock*
Feb. 25	Baylor University at Waco*
Feb. 28	University of Arkansas at Lubbock*
Mar. 2	Rice University at Houston*

* Southwest Conference game
All home games Lubbock Coliseum, Texas Tech campus (10,000)

FIELD'S UNIVERSITY SHOP

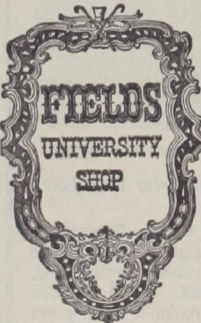
The Traditional Men's Shop for the Tech Campus

Water Repellent Smart Looking



THE PRESS-MATE

All-Weather Coat with a zip-out lining.
Now in an oven baked permanent press. Holds its shape and is wrinkle free, wearing after wearing.
In black or natural
By SEASON MATES

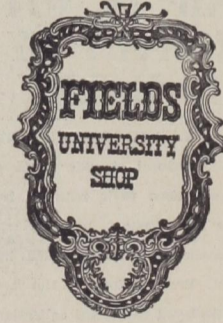


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Ideal for rain coat or top coat, with zip-out liner, in bronze or pine color.
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One-half block South of Broadway



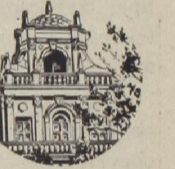
THE GAYLORD

Newest in fashion: Glenn Plaid. 65% Dacron, 35% Cotton.
For an expensive top coat look in a practical and economical All-weather coat with zip-out lining.
By SEASON MATES

In a Homecoming hurry...



THE UNIVERSITY DAILY



Saturday, October 22, 1966

The University Daily ★ 9

NEW YORK, SATURDAY, JANUARY 1, 2000

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Kennedy, checking out the Apollo moon shot. In India, installing a nuclear power plant. Or in a laboratory, looking for applications for a new silicone membrane that lets a submerged man breathe oxygen directly from the water around him.

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And that's changing with it. Well over half of the 250,000 products General Electric makes today didn't exist ten years ago!

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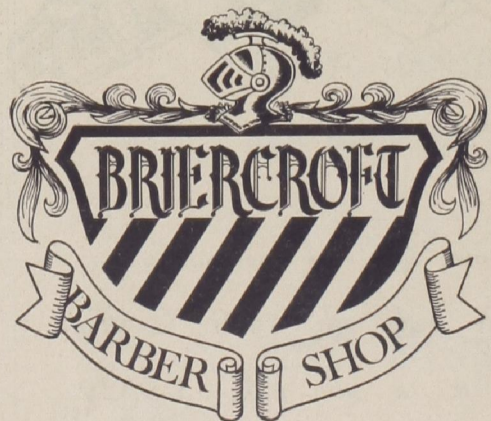
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Union symbolizes two-fold goal

Days start and end with Tech students engrossed in eat, drink, and bridge at the Student Union, but few ever question its existence. Unions did not just happen like Topsy in "Uncle Tom's Cabin;" they too, like humans, experienced a birth.

The college union is an ancient institution which had its beginning at Cambridge in 1815. The members of three Cambridge debating societies

used to gather before a debate to compare notes, and afterwards to carry on the argument—usually in a dingy back room of the Red Lion Inn, where they could have something to eat and drink (the forerunner of the snack bar found in almost every union today.)

But the Red Lion was not satisfactory. Students needed more elbow room. They wanted club rooms and a de-

bate hall of their own. The first union was literally the uniting of the three debating societies to establish their own quarters.

Gradually, reference libraries, dining rooms, meeting rooms, lounges and offices were added. The buildings took on the character of men's clubs — the British "gentlemen's club," with a bar. And they emphasized good paintings as part of the decoration, are responsible for the wel-

fare of their country. American colleges at the turn of the century saw in the British unions an element needed in American education. Because of the British influence, during the first quarter of the century unions seemed to be a good idea for men only.

In the 1920's, however, when women's suffrage appeared and the ancient tradition of education-for-men-only began to dissolve, unions turned into social centers for both sexes. In the mid-twenties there were only a dozen unions. Now there are more than 900, built or being planned.

Almost every college now recognizes that wherever young people gather together away from home, a center and program for their leisure time are needed in order to fulfill the needs of living as well as learning.

Gen. Taylor heads list of Tech Speakers Series

Gen. Maxwell D. Taylor heads the list of lecturers who will appear this year on the Texas Tech campus as the University Speakers Series goes into its second year of being with another slate of top-name speakers.

Taylor's talk, "Viet Nam Reports," set for December 15 in Municipal Auditorium, is the first of seven lectures which cover topics varying from religion and morality to politics and economics.

Also included in the Series are the Rt. Rev. James A. Pike, Parliament member and journalist Eldon Griffiths, poet W. H. Auden, historian Dr. Richard Hofstadter, economist Barbara Ward and educator-

economist John Kenneth Gailbraith.

"I KNOW of no college or university anywhere which will have a more distinguished list of lecturers," Dean James G. Allen, Speakers Series chairman, said.

"Each person on this list is worth planning to hear and we want to let the students know the quality of speakers we are bringing to this campus."

Taylor, former chairman of the joint chiefs of staff and ambassador to Viet Nam, is now special presidential consultant on military diplomatic affairs. He was appointed Chief of Staff of the U.S. Army in 1955 and later resigned because his advocacy of a so-called "limited war strategy" differed with the "massive retaliation" policy of the Eisenhower Administration.

HE WAS CALLED out of retirement by the late President John F. Kennedy to become an adviser and later joint chiefs chairman. He is a veteran of both world wars, first commissioned in 1922 and promoted to the rank of general in 1953.

The Rt. Rev. Pike, who has been accused of heresy on at least three occasions but has been exonerated before the issues went to trial, resigned his post as Bishop, effective Sept. 15, to take a position on the resident staff of the Center for study of Democratic Institutions in Santa Barbara, Calif.

Author of several books, his subject when he appears Feb. 15 in the auditorium will be from his latest manuscript, "The New Morality."

Eldon Griffiths, who was scheduled to appear as keynote speaker during the 1966 Tech Model United Nations but was unable to appear, is an Englishman unique in the honor of having served American journalism in two of its highest positions. He has been both Managing Editor of Newsweek magazine and a columnist for the Washington Post. He has also served as a speechwriter to Prime Minister Sir Alec Douglas-Home and a Conservative member of Parliament.

GRIFFITHS' TOPIC in his appearance Feb. 21 in the Tech Union Ballroom will be "Will China Attack Russia?"

W. H. Auden, one of the great literary figures of our time, will appear Feb. 27 in the auditorium with "Selected Readings and Commentary." He is the author of several volumes of poetry, including

"The Double Man" and "The Age of Anxiety," and was elected Professor of Poetry at Oxford University in 1956.

Pulitzer Prize-winner Richard Hofstadter, DeWitt Clinton Professor of History at Columbia University, gained his award with "The Age of Reform." He is author and co-author of several other books and has been acclaimed for his provocative critiques of long-accepted historical interpretations. He will appear March 7 in the Ballroom.

Noted British economist Barbara Ward, in private life Lady Jackson, is former Foreign Affairs Editor of The Economist of London and is regarded as one of the most influential writers in England. Appearing March 13 in the auditorium, her topic will be "The Unity of the Free World."

John Kenneth Gailbraith, educator and economist at Harvard University since 1949, has served in several government posts, written non-technical books for the lay public, helped to edit Fortune magazine and was a key figure in the presidential campaigns of the late Adlai E. Stevenson. He is looked upon by his colleagues as an unorthodox challenging thinker with an acute sense of humor.

GAILBRAITH'S appearance is set for April 3 in the auditorium.

All of the programs in the Speakers Series are scheduled at 7:15 p.m.

Besides the work on its own program, the committee has also taken on the task of securing a speaker for Tech's Willson Lecture series. This year's speaker will be D. Elton Trueblood, theologian, author and professor at Earlham College in Richmond, Ind. Making his second appearance at Tech, Trueblood will deal with the general topic of "The Fallacy of Contemporaneity" during his four-lecture series in the Union Ballroom Oct. 24-27.

THE FIRST two programs are set from 10-11 a.m. and the final two lectures of the series will be 9-10 a.m.

In commenting on the committee's choice of Trueblood as this year's Willson lecturer, Allen said the committee had tried to select someone in coordination with the speakers on the series list.

"We have gotten away from the evangelical speakers of past years," Allen said, "and feel that Trueblood's talks will coordinate with the topics of those speakers on our series list."

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Better Things for Better Living... through Chemistry

Change scheduled in advertising program

Next September the advertising department of the Business Administration School will participate in a new, original program of rotation.

This program will allow advertising students from allied arts and journalism the opportunity of taking advertising courses in business administration. Similarly, BA students will rotate their courses in journalism and allied arts.

THIS UNIQUE PROGRAM is one that most colleges would like to participate in, were it not for the firm, strict departmental line.

Dr. Bill Ross, advertising advisor of the Business Administration School, says, "This program will allow advertising students to get out from the narrow concentration within their school."

"The students need exposure and cooperation from other departments. The main purpose, of course, is to get the advertising students into the three primary advertising areas."

ALSO, THIS program of rotation has the added distinction of not only crossing three departments, but also three schools: Business Administration, Arts and Sciences, and Engineering.

Headed by Ross, the BA advertising department has increased its advertising majors from 50 in 1964 to over three times that number presently.

Six advertising courses are now being offered in Business Administration. The journalism department offers one, and allied arts has several.

The BA advertising department has also devised a course called "Principles of Advertising" as an elective. This course helps the student see the large part advertising plays in our economy in direct relation to himself.

THIS SPECIAL course has already been increased from two to six sections, and it will continue to increase with demand.

Dr. Ross is at present the only full-time advertising teacher the BA School has. In February, however, another full-time teacher will come to Tech from a prominent advertising agency.

Besides teaching full-time, Ross co-ordinates the BA advertising department within and outside the school. Within the school, retailing, marketing, and advertising are all grouped under marketing. Outside the School of Business Administration, Ross co-operates with the advertising departments in allied arts and journalism.

ROSS IS also the national president of Alpha Delta Sigma, National Professional Advertising Fraternity. He is serving his second term. Ross was the National Dean of the American Academy of Advertising in 1960.

Working on a program to upgrade the advertising department of Texas Tech, each year Ross and his associates publish a pamphlet called "Where Shall I go to College to Study Advertising?"

College Flowers

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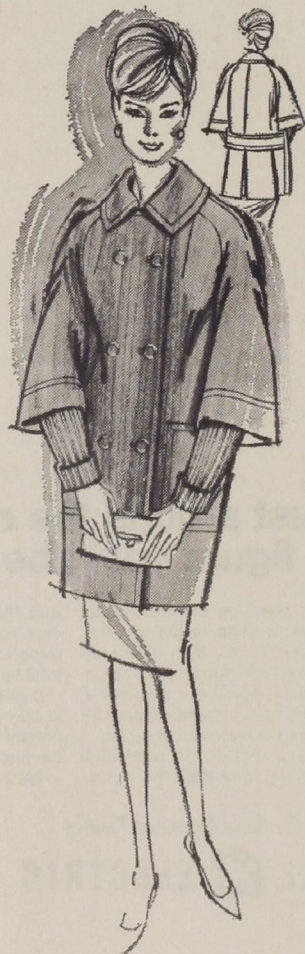
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RED RAIDER AND FRIEND — 1966 Red Raider Nubbin Hollar and his mount, Charcoal Cody, owned by Bill Price of Lubbock, represent the latest members of a tradition dating back to a 1934 game. It was in the same game that the Matadors of Texas Tech were dubbed Red Raiders instead and the tradition was begun.

Raider's ride instills pride

As the gallant Red Raider and his sturdy stallion raise the dust around Jones Stadium, they become symbolic of a tradition evolving from years past... a tradition that dates back to 1934 at the Texas Tech-Loyola game. On that foggy night the name "Red Raider" had its beginning when the Loyola coach said the team looked like Raiders as they ran onto the field.

During the same season a mysterious rider cloaked in red charged onto the field and was dubbed the "Red Raider." Later the Red Raider was given a permanent job at Tech after he pranced his horse around the Gator Bowl in 1953 during the Tech-Auburn game.

THIS RED RAIDER, Joe Kirk Fulton, was the first to wear the traditional Raider garb of red satin. The uniform was styled and made by persons in the School of Home Economics. The uniform and saddle are the same today as those used by Fulton in 1953.

The Red Raider is selected from the School of Agriculture and is initially recommended by the members of the Block and Bridle Club and the department of animal husbandry. After the approval of the Dean of Agriculture and the Texas Tech Athletic Council, the student may represent Tech as the Red Raider and ride the official Raider horse, "Charcoal Cody." The current Red Raider is Nubbin Hollar from Guthrie, Texas.

THREE YEARS ago on the morning of the Tech-Texas A&M game, Bill Price, the owner of Charcoal Cody, received a call from Dr. Durham of the agriculture department telling him that a group of Aggie horse thieves had stolen Tech Beauty, the official Raider horse, and wanted to know if Charcoal Cody could be used.

That night, after blacking Cody's face, the horse made his first run around the Tech football field. No one knew the difference until the next day when Polk Robison, athletic director, announced the theft. Tech Beauty was later found safe in a barn in west Idalou.

MONTHS LATER when Tech Beauty died, Charcoal Cody became the official Raider horse.

Price, owner of Bill Price's Western Shop and 10-year resident of Lubbock, believes that Charcoal Cody is an

ideal horse for the job that he performs. Because of his background as a professional roping horse and halter champion, Cody is able to withstand the pressures in a large crowd - filled stadium and maintain his sense of balance and direction. The average horse couldn't do this.

The grand entrance of the Red Raider and his horse has become, and will remain a highlight in all the games and will continue to instill pride, enthusiasm, and spirit in the hearts of all Tech fans.

— bringing up rear —

Will and Soapsuds objects of legends

By NATALIE PERRY
Staff Writer

"Riding into the Sunset" is the title of the legend-ridden Will Rogers statue at the Texas Tech entrance. Logically, therefore, it should face west. But local businessmen objected to having the rear of Soapsuds facing downtown

Lubbock. To turn the statue around to the east would have Will riding into the rising sun. Wrong again.

Horse and rider lay crated at the college for two years before Elo Urbanovsky, head of Parks Administration and Horticulture, settled the controversy by facing the statue 21 degrees north of west into the summer setting sun.

BECAUSE THE side views of the statue are the best, this also shows it to advantage to anyone entering the college or driving around Memorial Circle. And legend says that the rear of Soapsuds now faces Texas A&M.

The Will Rogers statue was given to Texas Tech by Amon G. Carter Foundation in 1948 and was dedicated on Feb. 16, 1950, marking the end of a long controversy. The statue of Will and Soapsuds was executed by Electra Waggoner Biggs.

Fact and legend about Will Roger's connection to Texas Tech have become entangled. When Will Rogers spoke at what is now Carroll Thompson Junior High, Oct. 29, 1926, he said that he knew all about Tech and its good football coach and team.

HE SUPPOSED Tech had a president, but he hadn't heard of him.

By chance, President Paul W. Horn and Will were on the same train to Fort Worth that night, and Lubbock citizens made sure that they met. Will Rogers said, "Mr. Horn, please excuse that bum joke of mine. Of course, I've heard lots about you." In recounting the meeting, President Horn said that the remark did more credit to the humorist's courtesy than to his veracity.

The next Saturday Tech was scheduled to play Texas Christian University at Fort Worth. According to the Fort Worth Star-Telegram, "Will Rogers wants Fort Worth to see a 'real West Texas band' and hear some real West Texas music."

HE THEN WROTE a check for \$200 to enable the Tech band to go to TCU.

Regardless of legend, it is noted in the minutes of the Oct. 30, 1926 meeting of the Tech Board of Directors that Will Rogers had given the school a check for \$200.

Health center offers 'pills for ills'

Inability to secure excuses to makeup work missed because of illness has not decreased the number of Techs using the medical facilities of the Student Health Center.

Last year the clinic had treated 3,743 patients by October 14. This year, it has treated 3,155.

The difference may be explained by the fact that the Health Center opened earlier last year. Also cold weather has not begun yet this winter and there have been only two home football games.

Dr. F. P. Kallina, head of the Tech Student Health Center, encourages students to visit the clinic with any type of problem whether it is physical illness or common homesickness.

The clinic is open Monday through Friday from 8 a.m. to 4:30 p.m. and Saturday from 8 a.m. to noon. Three night nurses are on duty each night, and an emergency bell is at the back door.

If hospitalization is necessary, the student will be allowed to stay at the Health Center for seven days without charge. Medication, examinations, treatments, x-rays, and laboratory tests are free. For each day after that there is a fee to cover food, drugs, supplies, and special services.

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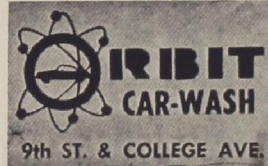
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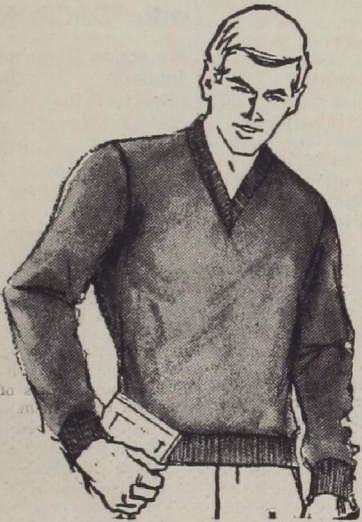
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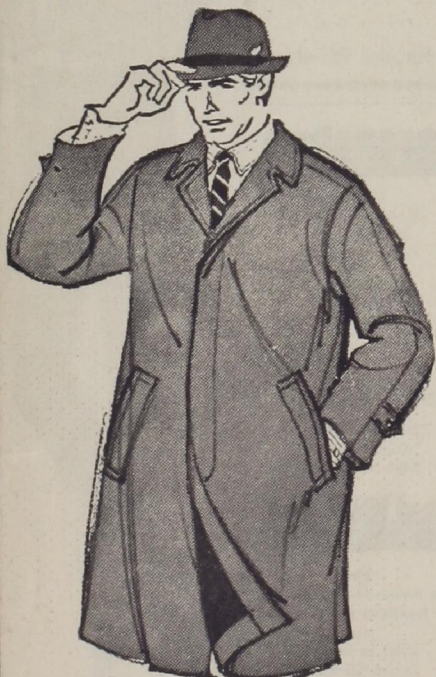
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Tech's new First Lady finds job filled with responsibility

By IRMA MORRISON
Staff Writer

A rather stately woman, 5 feet 8, slender and poised. At first meeting, one is struck by how very attractive Texas Tech's first lady, Mrs. Grover Murray is.

She is a soft spoken woman but is enthusiastic.

"Football is my favorite sport," says Mrs. Murray, "but I also feel I will acquire a greater interest in basketball here at Tech than I had at LSU where the sport is not so popular."

The Murrays moved to 2909 19th St. in Lubbock from Baton Rouge, Louisiana, which had been their home for 18 years while Dr. Murray was Academic Vice President at Louisiana State University. Their present large ranch style brick home is situated slightly southeast across 19th Street from Gates Hall.

ALTHOUGH MRS. Murray felt some sadness at leaving

their familiar home she was looking forward to Lubbock and her husband's position at Tech.

"We had been hearing good things about Texas Tech from other parts of Texas," Mrs. Murray says. "I feel that Tech is a serious school and I think students coming to Tech feel an attraction to it because it is located in the West. It's like a last frontier."

"One of the first things I noticed but something which seems so right and so natural and just typical are the boys in their boots, western hats, and levis," she said. "It's so much part of the atmosphere."

The Murrays have two daughters Martha (Mrs. Wiley Poag), who resides in New Orleans with her husband and 10-month-old daughter Tracy. Barbara, the younger daughter, is a 20-year-old sophomore student at Rice University in Houston.

"BARBARA'S choosing to attend Rice was influenced by

her attending a science fair there for nine weeks during her junior year in high school," Mrs. Murray says. "It is also a good school and smaller than a lot of universities, which appealed to Barbara."

"Martha and her family are coming to Lubbock for my husband's inauguration in November," says Mrs. Murray. "I don't know whether I will have everything settled by then. We still have some of our furniture coming."

"Barbara just loves Lubbock," she continued. "Perhaps she misses her friends from Baton Rouge but she is very enthusiastic about our moving here. She even has purchased her first pair of cowboy boots."

Mrs. Murray made her first visit to Lubbock January 3 of this year. "It was different from what I expected. I didn't expect the campus to be so lovely," Mrs. Murray commented. "The Christmas lights were still on the buildings



and it was all so impressive. In fact, one of the things I noticed was how beautiful the nights were here in Lubbock, even in January."

NOT BEING familiar with the sandstorms that are so prevalent in Lubbock, Mrs. Murray on her first trip here mistakenly identified several piles of dirt she noticed in the streets. "I thought the streets were under construction," she laughs.

The Murrays arrived in Lubbock August 7. "I was surprised and pleased to find that it gets cooler here earlier in the fall," says Mrs. Murray. "I have bragged about the weather to friends back in Louisiana and North Carolina. I couldn't believe how green everything was even in the summer time. I guess this is because of the lawn sprinklers being used rather than having to depend on rain."

"THE THING I notice more than anything else now that I am living in Lubbock," says Mrs. Murray, "is the friendliness of the people who don't know who I am. Like the boys who work in the grocery store and speak to me while I'm shopping. The people here seem to care without being nosy."

Mrs. Murray feels strongly about the job she must undertake in serving as the president's wife. "I feel that I should know what is going on at Tech," she says. "Also I feel like taking more of an interest in attending various functions of school organizations. I feel that they are interested in me and really care, therefore I am more interested."

One of the things that Mrs. Murray enjoys the very most is traveling. "My favorite places in Europe are Copenhagen, Denmark; Rome, Italy; and Switzerland," says Mrs. Murray. "I also like Mexico very much and we have visited there at least a dozen times. San Francisco is my favorite city in the United States."

When it is possible Mrs. Murray also likes to travel with her husband on his business trips.

Other interests that Mrs. Murray notes are music and just being with friends. "I never go to the movies," Mrs. Murray says. "I prefer attending plays and musicals. I'm looking forward to the productions of the University Theater here at Tech."

"DR. MURRAY is kept very busy attending to his duties at Tech. I sometimes don't get to see him as often as I would like to and our mealtimes have to be flexible. A dinner

I may have prepared to serve at seven may not be eaten until nine thirty."

Mrs. Murray, who says she feels she is her husband's sounding board, confesses that one of the most important qualities in being a college president's wife is the ability to keep one's mouth shut. "When I give an opinion about

the school or town I have to be careful because some people might not think it is my own."

An individual of whom Tech students can be proud, Mrs. Murray is a sincere and refreshing woman whose interest in Texas Tech reflects the friendly air of the campus.

Appraisals free for donors says Connor

Texas Tech patrons who donate books and manuscripts receive free appraisal, says Dr. Seymour V. Connor, a Tech history professor and editor of college publications.

Most institutions have outsiders appraise the value of a manuscript collection which the donor could use as a tax deduction or the donors are instructed to have it done.

Tech, however, makes a total appraisal for the donor, which helps Tech, the Internal Revenue Service, and the donors.

"Most persons in charge of directing archives and special historical collections are better informed than most dealers or appraisers — in their own areas of special interest," Connor said.

If a collection is worth several thousand dollars, the donor is advised to get an independent appraisal as protection and perhaps as a basis for a larger deduction.

Connor spoke on this subject at the joint annual meeting of the American Association of State and Local History and the Society of American Archivists at Atlanta.

Approximately 1,000 historians and archivists throughout the nation attended.

Connor, who has addressed the national gathering on four previous occasions, is a former member of the Executive Council of the archivists group and is president-elect of the Texas State Historical Association.

Connor obtained his B.A., M.A., and Ph.D. from the University of Texas. He was state archivist for two years before coming to Tech in 1955 to help establish the Southwest Collection.

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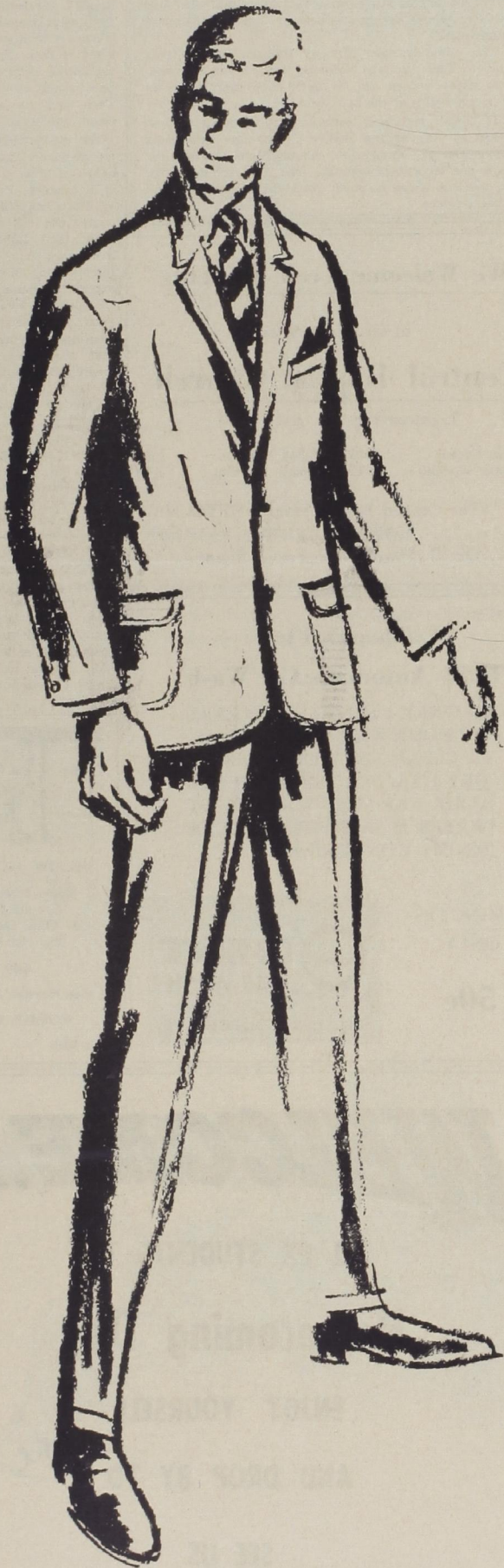
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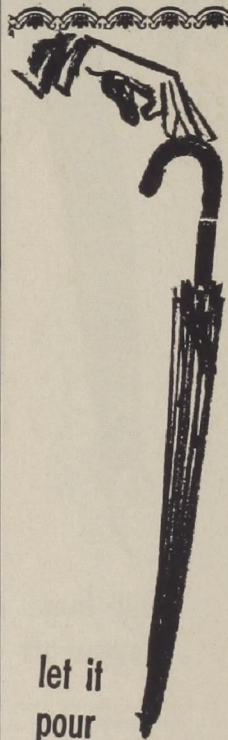
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