

# THE TOREADOR

Junior Class Meeting  
5 p. m. Monday C-101

Senior Class Meeting  
5 p. m. Monday, Aggie Aud.

Volume XXIII X7142

Texas Technological College, Lubbock, Saturday, Dec. 11, 1948

Number 24

## Burial Services Held For Faculty Member

Funeral services for James Holie Cross, 40, assistant professor of physics, were held at 2:30 p. m. Thursday in St. Paul's-of-the-Plains Episcopal church, 18th and Ave. X, with Reverend C. E. Cantanbury, rector, officiating. Burial was in Lubbock cemetery under the direction of Rix Funeral home.

Cross took the post of assistant professor of physics. He held this position at the time of his death. Cross lived at 2015 15th, and is survived by his wife, the former Miss Amelia Brody, of Frostburg, Md. She is the only immediate survivor. They were married last June 20 in Oklahoma City.

Cross died Wednesday at 8:10 a. m. in West Texas hospital after a lingering illness. Hospitalized for a week, the professor left his teaching duties here shortly before the Thanksgiving holidays. Pallbearers were C. C. Schmidt, P. T. Glazner, John Lucien Upshaw, A. W. Young, E. E. Day, and Dow Smallin. They were all intimate friends of the deceased.

The professor was a member of the American Physical Society, American Association for the Advancement of Science, Mathematical Association of America, Texas Academy of Science, and several honorary and scholastic fraternities. All physics classes and laboratories were dismissed Thursday so that the faculty and students could attend the funeral.

## Wiggins Speaks At AAUP Dinner

Without a genuine belief in others, a man cannot be educated in the true sense of the word, Dr. D. M. Wiggins, Tech president, told approximately 200 guests at a Wednesday night dinner of the local chapter of the American Association of University Professors. The dinner was the second in a series of six meetings of the AAUP planned for 1948-49.

## Sophs Nominate Class Favorites

Nominations for sophomore favorite were made, and plans for the annual "Hodge Podge" dance were discussed at the sophomore class meeting Wednesday, stated Andy Behrends, president of the sophomore class.

The great amount of specialization in many fields makes such confidence essential, he declared. Because of this high degree of specialization, a tremendous problem has arisen, he said.

Final election of the sophomore favorite will be made at a class meeting at 5 p. m., Wednesday, in the Aggie auditorium, stated Behrends.

The day is past when we can speak of a man as being totally educated, said the president, for the law of diminishing returns "prevents total education." Since such complete education is impossible, a man must of necessity turn to one particular phase of training, Doctor Wiggins said.

Membership in the American Society of Agronomy will be open to upperclassmen, Dr. Young said.

"I believe in specialization. It is demanded of young men and women seeking higher education that they acquire learnings peculiarly adapted to special fields in their chosen profession," he stated.

Dr. W. C. Holden, dean of the graduate division, has just returned from Memphis, Tenn., where he attended a two day meeting of the Conference of Deans of Southern Graduate schools.

Sam Lefstee, president of the local chapter, presided and introduced Doctor Wiggins.

The working out of a system of accrediting graduate schools was discussed, stated Dr. Holden. The purpose of accreditation is to raise the standards of graduate schools.

## Symptoms Of Fame And Much Fun Are Found In Catalogue Requests

Recommendations by others were often mentioned. The biggest one was given by a boy in Indiana who wrote the Encyclopedia Britannica Research service for suggestions on colleges for specialized training in textiles. The service named Tech.

Potential Technicians are blooming all around. Five letters came from Fabens. The Texas history class there is doing a project on Texas colleges. H6B class of Sam Houston school in Dallas is especially interested in "the football team at Tech this year" and want a picture of our mascot.

There is still much interest in boys getting a college education than girls as shown by a bit of statistics compiled from the letters. Seven mothers and four fathers wrote specifically for catalogues for their sons. No mothers and only one father wanted a catalogue for his daughter. A mother requested a catalogue for references on holiday dates, courses at cetera because her son is enrolled there, she explained. You can't fool Mama, now!

The letter awarded the title of "group with longest name who wants a Tech catalogue" came from the General Headquarters of Supreme Commander for the Allied Powers Civil Information and Educational Section. "It" wants the catalogue because, among other things, this division "helps Japanese students contemplating education abroad and advises education officials of the Japanese government on matters concerning reorganization of higher education."



COMPLETE FACTORY—Joe Williams, senior textile engineering student, operates one of the winding machines in the Textile building. The department is equipped with a complete cotton manufacturing plant. All machines are standard mill sizes and of the newest type used in the textile industry. (Photo by Otice Green.)

## Expanding Industry May Put Tech And Textile School In Spotlight

Proposals for the expansion of the textile industry in Texas might turn many industrial heads to look with high aspirations to the textile engineering department at Tech. This textile engineering school is the only one to be found west of the Mississippi.

## Buildings From Army Air Field May Be Bought For Faculty Use

### Futures Unlimited To Have Premiere January 10 And 11

January 10 and 11 has been set for the premiere showing of "Futures Unlimited", motion picture which depicts the academic and social events of Texas Tech.

Possibility that two surplus buildings at South Plains Army Air field may be procured "shortly after Christmas" for use as a meeting place for the college faculty has been disclosed by Dr. Howard E. Golden, associate professor of marketing and secretarial administration.

Announcement that purchase of the buildings is being investigated was made by Doctor Golden at a Wednesday night banquet of the American Association of University Professors. Doctor Golden is chairman of the AAUP committee which is examining the possibility of acquiring the units.

### Home Ec Senior Places Second In State Competition

Miss Gretchen Clift, senior applied arts major from Waxahachie, won a second place award in state-wide competition with fifty girls in the "Make It Yourself With Wool" contest held this week in San Angelo.

The contest was divided into two divisions, one for senior girls and one for junior girls. The two groups covered an age span from 14 to 21 years of age. Each group was divided into three sections, suits, coats and dresses. Special emphasis was placed on the finish of the suit, coat or dress, as well as style and fit.

### Faculty Committee Elects Members

Eight professors and instructors were elected to the faculty advisory committee in a run-off election held last week, S. M. Kennedy, government instructor, has announced.

The election committee reported that there was a return of 149 ballots out of 233 cast, a percentage of approximately 64%.

### Dr. E. N. Jones To Speak At Accounting Banquet

Dr. E. N. Jones, vice president, is to speak at the banquet of the Tech Accounting society at 7:30 p. m., Tuesday at the Hilton hotel.

### La Ventana May Be One Of Best Annuals In Southwest This Year

"La Ventana" of 1949 has prospects of being one of the best yearbooks of colleges in the southwest area," La Clair Smith, representative of the Southwestern Engraving company of Dallas, stated after a visit to the annual office Thursday. The book is one of the most practically elaborate annuals being engraved at our plant this year and should go a long way in competing with other annuals entered in the National Intercollegiate Press association in 1949, he said.

## The Campus Whirl

Saturday, Dec. 11  
Silver Key formal dance, 9-12 p. m., Lubbock hotel.  
Society of Petroleum Engineers and Geologists dinner dance, 7-12 p. m., college cafeteria.  
Dorm semi-formal dance, 8-30-12 p. m., Doak hall.

Sunday, Dec. 12  
Men's Inter-Club council, 2 p. m., Dean J. G. Allen's office.  
Sigma Tau Delta, 3 p. m., 2219 Seventeenth.  
Monday, Dec. 13  
WRA bowling, 4-6 p. m., Plamor Bowling alley.  
Baptist Student union, 8 p. m., Baptist student center.  
International Relations club, 7:30 p. m., Ad-308.  
Student council, 7:30 p. m., Ad-210.  
Tau Beta Pi, 7:30 p. m., Ad-208.  
AWS Christmas luncheon for off-campus girls, 12 noon, college cafeteria.

Tuesday, Dec. 14  
WRA tennis, 5-8 p. m., tennis courts.  
Aggie club, 7:30 p. m., Aggie auditorium.  
Capa y Espada, 7:15 p. m., Ad-202.  
Freshman honor society for women, 5 p. m., HE-102.  
Liederkrantz club, 7 p. m., Ad-220.  
Major-Minor club, 7 p. m., Ad-207.  
Textile Engineering society, 7:30 p. m., T-203.  
Women's Inter-Club council, 5 p. m., Ad-206A.  
Home Economics club Christmas party, 7:30 p. m., Annex G.  
International Relations club semi-formal banquet, 7:30 p. m., Hilton hotel.  
Tech Accounting society banquet, 7:30 p. m., Hilton hotel.  
Basketball game, University of Arizona at Flagstaff-Tech, 8 p. m., gym.

Wednesday, Dec. 15  
WRA dancing, 7-8 p. m., gym.  
Alpha Chi, 5 p. m., Ad-220.  
DFD Christmas party, 6:30-8:30 p. m., Navajo room of Hilton hotel.  
Las Chaparritas Christmas party, 7 p. m., 2102 Seventeenth.  
American Chemical society, 7 p. m., C-G.

## Enrollment Figures Show Fall Increase

Enrollment at Texas Tech has increased from 6,114 students in the fall of '47 to 6,363 this fall. A decrease, however, is indicated in freshman and sophomore enrollment of some 907 students less than last year. Junior and senior enrollment increased this fall 878 students over last year's mark.

Registration data show that students from 598 Texas towns are among our campus population. Lubbock leads town enrollment with 1,754 and Fort Worth follows second having 135 representatives in Tech.

JR. CLASS CALLS MEETING  
A meeting for the election of Junior class favorites has been called for 5 p. m., Monday in C-101 by class president, Curtis Sterling.

TCC Appoints Committee For Spring Howdy Dance  
Planning committee, consisting of six members, has been appointed for the spring Howdy dance, Oscar Allen, president of the Tech Chamber of Commerce, said Thursday.

## THE CARELESS CAMERAMAN

WELL PREPARED—Taking cognizance of the fact that schooling at Tech prepares a person for almost any eventuality, Tahoka high school invited three Tech students to pick its yearbook beauties Tuesday. Shown above pondering the situation are Tech students A. J. Bishop, Clint Formby and C. E. Wendt.

### Home Ec Senior Places Second In State Competition

Miss Gretchen Clift, senior applied arts major from Waxahachie, won a second place award in state-wide competition with fifty girls in the "Make It Yourself With Wool" contest held this week in San Angelo.

### Faculty Committee Elects Members

Eight professors and instructors were elected to the faculty advisory committee in a run-off election held last week, S. M. Kennedy, government instructor, has announced.

### Dr. E. N. Jones To Speak At Accounting Banquet

Dr. E. N. Jones, vice president, is to speak at the banquet of the Tech Accounting society at 7:30 p. m., Tuesday at the Hilton hotel.

### La Ventana May Be One Of Best Annuals In Southwest This Year

"La Ventana" of 1949 has prospects of being one of the best yearbooks of colleges in the southwest area," La Clair Smith, representative of the Southwestern Engraving company of Dallas, stated after a visit to the annual office Thursday.

### Woman Journalist Speaks To Press Club Members

Mrs. Kathryn Henry, woman journalist, will speak to the Tech Press club Tuesday afternoon at 5 o'clock in J-206, Glenna Winston vice president of the club, announced Thursday.

### Sears To Give Interviews On Merchandising Tuesday

January graduates interested in merchandising will be interviewed Tuesday by J. H. Gooch, representative for Sears, Roebuck and company, Mrs. Jean Jenkins, secretary to the placement committee, said today. A general meeting will be held at 9 a. m. Tuesday in the auditorium of the extension building.

Representatives from the Army Corps of Engineers will conduct a general meeting for all engineering students, at 7:30 p. m., Monday in the Engineering auditorium. The purpose of this meeting is to discuss projects of the Army Corps of Engineers, Mrs. Jenkins said. Slides and pictures of the various phases of construction will be shown.

### Wiggins, Ducker Attend Engineers Annual Confab

Dr. D. M. Wiggins, president of Texas Tech, and W. L. Ducker, head of the petroleum engineering department, will attend the third annual joint meeting of the Texas local sections of the American Institute of Mining and Metallurgical Engineers. The conference will be held in Austin, December 16 and 17.

### Wiggins, Ducker Attend Engineers Annual Confab

Dr. Wiggins will speak at a banquet Thursday night, December 16, on "Individualism Versus Security," George P. Livermore, Lubbock oil man and a member of the Committee of Industry of the Texas Tech petroleum engineering department, will present a paper on "The Place of the Engineer in the Drilling Industry."

### Woman Journalist Speaks To Press Club Members

Mrs. Kathryn Henry, woman journalist, will speak to the Tech Press club Tuesday afternoon at 5 o'clock in J-206, Glenna Winston vice president of the club, announced Thursday.

### Sears To Give Interviews On Merchandising Tuesday

January graduates interested in merchandising will be interviewed Tuesday by J. H. Gooch, representative for Sears, Roebuck and company, Mrs. Jean Jenkins, secretary to the placement committee, said today. A general meeting will be held at 9 a. m. Tuesday in the auditorium of the extension building.

### Wiggins, Ducker Attend Engineers Annual Confab

Dr. Wiggins will speak at a banquet Thursday night, December 16, on "Individualism Versus Security," George P. Livermore, Lubbock oil man and a member of the Committee of Industry of the Texas Tech petroleum engineering department, will present a paper on "The Place of the Engineer in the Drilling Industry."

### Wiggins, Ducker Attend Engineers Annual Confab

Dr. Wiggins will speak at a banquet Thursday night, December 16, on "Individualism Versus Security," George P. Livermore, Lubbock oil man and a member of the Committee of Industry of the Texas Tech petroleum engineering department, will present a paper on "The Place of the Engineer in the Drilling Industry."

# THE TOREADOR

THE TOREADOR, student newspaper of Texas Technological college, is published every Wednesday and Saturday on the Campus of Texas Technological college at Lubbock by the associated students of the college.

Entered as second class matter, October 31, 1925, at the postoffice in Lubbock, Texas, under the Act of March 3, 1879.

Editorial offices, Press Building, Rooms 103, 105.  
Telephones: College switchboard, Night editor, 8548.

Members: Associated College Press  
National Advertising Service, Inc.  
420 MADISON AVE. NEW YORK, N. Y.  
CHICAGO - BOSTON - LOS ANGELES - SAN FRANCISCO

(ACP) means Associated College Press.

ORLIN BREWER Editor  
CALVIN CARPENTER Business Manager

MARY LOUISE CLAYTON Associate Editor  
Keith Anderson Sports Editor  
Franklin Grant News Editor  
Glena Winston Society Editor  
C. E. Wendt Jr. Photography Editor

Reporting Staff:  
Delane Adams, Daniel E. Alford, Keith Anderson, Rickey Archer, Mary Faye Honda, Thomas D. Brown, Jeanne Dudley, Duncan Ellison, Dorothea Forsyth, Otis Green, Charlene Grison, Hilton H. Hagan, Jerry Hall, Jerry Henderson, Otis Horn, Marjane Kitta, J. Wigstead Layman, Hilery Mather, Dolan McIlroy, Frank McNeill, Mrs. O. W. McWilliams, Willard Ogilvie, Jim Sanders, Charles H. Schafer, Julia Short, Paula Jean Sittel, Jane Skinner, James F. Smith, Bobby Stone, Mac Strong, Lewis Terrell, Janet Swindler, Jack Walker, Geraldine Walthall, Bob Wells, Carol Jo Wheeler, Aline Whitty.

## Let's Finish The Job . . .

News that Tech students are to be charged an admittance fee at the premier of the campus movie has been greeted with general disappointment and complaints in some quarters. Various students have been prone to take the attitude that the movie, completed through the efforts of students, financed by individuals on the campus and by the Student Council, should be shown for the first time here on the campus free of charge to the persons who made it possible.

The idea on first glance looks logical. We have "Futures Unlimited" now in hand. The students own the picture, it is reasoned. Why not a free showing? Only one basic fallacy exists in this sort of reasoning. The job is not done. When "Futures Unlimited" was begun, it was conceived as a promotional idea. It was created to sell Texas Tech to people all over this section of the country. Purpose of the movie cannot be realized until more copies are made available. These copies can't be secured without additional funds.

That is the problem. Why not let the students finish the worthy project they have begun. There could hardly be a more painless way than a fifty cent fee for a color view of the campus in all its greenery during the barren month of January.

## Speeding Is Not Smart . . .

BY CAPT. EDDIE RICKENBACKER

For 15 years I drove automobiles at 100 miles an hour and more.

But I drove them on the speedway at Indianapolis—not on the public highways.

I'm scared to death to go over 40 miles an hour in a car on the road. When I feel the urge to speed, I get into a Constellation and take to the air where they are no traffic obstructions.

I never won a race in my life because of speed alone. My first thought was safety, and it was always the closest possible estimation of safety factors—in advance of a race—that brought me home.

It's not smart, or sporting, or sensible to take chances on the highways. It isn't brave either! I'm all for any means our colleges or college students can figure out to reduce the toll of holiday deaths. I heartily endorse the safety measures proposed by the National Safety Council and Lumbermen's Mutual Casualty Company.

There's no appointment so urgent it requires fast, reckless driving—unless it's an appointment with death!

## Corsages - Presentation Bouquets

FLOWERS FOR ALL OCCASIONS

### WAKEFIELD'S FLOWERS

2406 Broadway

Dial 9814

## Potpourri

Dear Pot,  
This is the definition of a kiss.  
It is a noun because it is common and proper.  
It is a Pronoun because she stands for it.  
It is a Conjunction because it joins together.  
It is a Verb because it may be active.  
It is a Preposition because it has an object.  
It is an Infinitive because it expresses action.  
It is an Objective because it needs no explanation.  
It is an Adverb because it tells her how much he loves her.  
Yours for higher learning in English, —T.D.

Jitterbugging . . . a dance that is foot-loose and fanny free.

Dear Pot,  
Have you heard  
The mighty word  
Of doctors and scientist alike?  
Germs are spread  
From head to head  
By farewell kiss in the night.  
Bacteria Galore!  
From each Dorm door,  
Forever take their flight;  
And gently swarm  
To softly warm  
Each heart with Gay delight.  
Contaminate me!  
Set me free!  
Bacterized tonight.  
T.

"I'm fed up on that," cried the baby, pointing to the high chair.

Coed—"Boy am I reading a good book."  
Ed—"What is the name of it?"  
Coed—"What Two Million Women Want."  
Ed—"Did they spell my name right?"

Dear Pot,  
I am writing to get something off my chest.  
And, as usual, it is just to name a pest.  
I struggled to the Rec hall dance the other night.  
I asked a chick to dance and she said, "all right".  
Two measures of the music hadn't passed to time.  
When some dumb jerk tapped and asked, "is this dance mine?"  
The meaning of those four words I knew full well.  
I almost told that bum to go straight to hell!  
This poem I create for the short dance I had.  
I want some jerk to know he made me very mad.  
CEN

Santa Claus letters are fast arriving and we will start publishing them soon, so get yours in.  
Pot.

ATTENTION VETERANS!  
F.H.A. HOMES  
with  
NO DOWN PAYMENT  
REQUIRED

\$250.00 For Closing Fee.  
Must Have Good Income  
Come in and discuss this with  
JACK C. WILL  
REAL ESTATE  
907-B College Ave. Dial 9227

TECH STUDENTS bring in your Manuscripts, themes and Texts for Typing  
VIOLA WILL  
Experienced Legal-Public Stenographer

## El Toro Grande

By ORLIN BREWER



EDITOR'S NOTE: (Today's guest column is written by JOE FRANCE, senior journalism student from Sulphur Springs, who rather forcefully presents a few of his views for the campus population to think over).

Too much can never be said about the importance of "Futures Unlimited", the all-color sound movie of the campus life of Texas Tech. We can all pride ourselves in the fact that the movie is presented, narrated, and directed by the students of Tech and produced by the Tech Chamber of Commerce.

The premier of the movie has been set for Jan. 10-11 in the Lubbock High school auditorium for two purposes: First, to allow us students to see our Alma Mater first hands, second, to raise enough money with which to buy more copies to be sent all over the state. (EDITOR'S NOTE: SEE TODAY'S EDITORIAL.) To us, this is the best means of publicity for Tech that can possibly be obtained, especially since it will be all-student made and paid for. Never let it be said that we didn't tell you, "Don't fail to see "Futures Unlimited", for it will be a picture Tech will be proud to send to towns and groups all over Texas.

Talk about power of the press, El Toro Grande came out Dec. 8 with the idea of decorating the campus for Christmas. On Dec. 5 three campus organizations and Mr. Long, superintendent of grounds, started decoration plans and placed the Christmas tree in the center of the circle. Of course the article was written Dec. 4 but still it looks like mighty quick action on somebody's part.

Speaking of action, one of the most active groups on the campus this semester is the Tech Chamber of Commerce. Already the group has sponsored such worthy things as the Blue Cross, the boy's glee club, Howdy Week and rally, the talent show and membership drive and the first night of the Lion's Club Minstrel. It helped in the decoration of the circle for Christmas and is now in charge of the premier of the Tech movie. Already several projects are being undertaken for the coming semester. Lots of credit is due this organization for its aid to Tech.

PICKUPS (Not the Avenue type)—Picked up while slowly walking through the Rec hall . . . Some new ideas for Dean Walker's rules and regulations: Each girl must have her house-mother walk with her when going to the Library after dark. (There are too many keen corners between there and the dorms). A girl must not sit in a chair previously occupied by a boy until the heat of his body is gone. (What do you want to do burn down the dorm?). Any girl, when in a mixed crowd, must not raise her eyes from the floor or make any other flirtatious moves toward the opposite sex. (It just isn't done in California). There were many more heard but they were a little to modernistic for us Texans even though it might be done in that sunny state of progress and advanced education.

Picked up from Technicolor Cunningham and his all-girl

## WEAKS AUTO SERVICE

General Automotive Repairs

BRAKE SERVICE—CARBURETOR—ELECTRICAL  
STEAM-CLEANING

W. E. (HOKE) WEAKS, Owner

1924-A Texas Ave.

Phone 2-3008

## Where There's Coke There's Hospitality

5¢

Ask for it either way . . . both trade-marks mean the same thing.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY  
COCA-COLA BOTTLING CO., LUBBOCK, TEXAS  
© 1948, The Coca-Cola Company



news staff . . . In a recent contest held on the campus to determine who on Tech campus has the biggest ears, Pinky said there was a three-way tie, Snookums Formby, Joe Meador and Slime Yates.

Picked up in the alley garbage can . . . We wonder if one of the downtown sports writers doesn't get the material for his column from the same place this pickup came from. Need we say more about his written comments about Tech . . . Reservations back to New York should be made well in advance.

### ROPER-GIBSON

Photographers of  
TECH SOCIAL LIFE  
DANCES • PRESENTATIONS • WEDDINGS

LA VENTANA PHOTOGRAPHERS  
BOB ROPER—2-1125  
FRED GIBSON—9338  
261-B

Positively No Better Cleaning At Any Price

### Men's Suits—Plain Dresses

CLEANED and PRESSED

# 39c

MEN'S SHIRTS 25c  
MEN'S HATS Cleaned & Blocked 79c

## STINSON CLEANERS

1708 BROADWAY

### your portrait

THE IDEAL XMAS GIFT

Portraits can be made any size and style from your annual picture. Simplify your shopping by giving photographs.

Order Now!

## KOEN STUDIO

2222 Broadway Dial 7077

## Stradivari

PERFUME  
by Prince Matchabelli

For the lovely lady who is destined for romance, Prince Matchabelli created this immortal masterpiece in fragrance—Stradivari—the perfume with a love song in its heart.

## Dunlap's

In the gold-encrusted crown bottle—7.50, 13.50, 25.00 (plus tax)



