# THE TOREADOR

Texas Technological College, Lubbock, Saturday, September 16, 1950

Number I

# INCREASING ENROLLMENT HITS

### Two Scholarships Added By Doctors

#### Navy Calls Nelson, But Which One?

### Letter From The President

In celebratag the opening of the Twenty-fifth anniversery year of Texas Technological college, we may recount with distinct pride the educational accomplishments of this youthful institution of higher leaerning. The contributions of the college through its distinguished faculty and its ever-increasing student population have influenced, in a positive manner, the development of the entire Southwest. Many of the ex-students of Texas Tech will be returning to the campus of their Alma Mater during this year. We shall all seek, in every possible manner, to honor them as they return to us.

Sincerely yours, D. M. WIGGINS President

# Strehli, assistant profes-reign languages and mem-he election committee for its scholarships, announced ge in stipend, icrease was made because increasing cost of living, aid as he revealed the in-

### Registration Figures May Challenge 1949 Fall Total Of 5,844 Students

#### **Dorms Have Same** Fare, Few Rooms, New Menu Plan

### Sixty-seven New Members Added To Faculty, Staff



FRESHMAN RECEPTION—Slime Robert W. Mitchell of Lubbock is welcomed to the President's reception Monday evening by Jo Della Smith, member of Junior council, campus service organization helping with freshman orientation program. Freddy Whitworth, another Lubbock freshman, waits his turn. (Photo by Allen Hammer.)

# Saturday, Sept

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#### THE TOREADOR

THE TOREADOR, student ne

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Night Editor: 8548

ASSOCIATED COLLEGIATE PRESS

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DARRELL FREEMAN BUSINESS MANAGER

### Welcome To Tech

To all new students, and especially the new freshmen, the staff of The Toreador bids a hearty welcome, but with it we offer some advice (all upperclassmen can dish out advice that they may never have practiced).

To all of you, we say that you will find things different at Tech from where you have been. To the freshmen the difference will be the greatest. Transfers from junior colleges or other universities may find just as noticeable changes in their new college environment.

You will find Texas Tech strictly West Texan. While any Texan is proud of his state as a whole, we must realize in a domain so large thereare differences between the various regions. This fact will be particularly noted next February, March and April as the Tech farms west of the campus begin their move toward College avenue.

We believe you will find the students, as well as faculty members quite friendly.

Mama will not be around to high pressure you into making good grades, but remember they never hurt anyone. However, as a college student you should realize that the grade you make from the course is not half so important as what you actually learn while studying a subject. You can make a "C" under some instructors that will be worth more than an "A" under others.

There is nothing like a good start in college, and we could

others.

There is nothing like a good start in college, and we could add that there is absolutely nothing like a poor start.

### Toreador Aims to Serve

The Toreador today starts its twenty-fifth year of publication. In line with the expansion program mentioned in President Wiggins' message on the front page, The Toreador is hoping to be hit with a sereve attack of growing pains so that it can afford more complete and prompter coverage of campus ovents.

can afford more complete and prompter coverage or campus events.

Wednesday's edition will be prepared by a full staff of writers who will aim for a clean, correct and informative Silver Anniversary Toreador. These papers, it is hoped, will reachevey student as quickly as possible through a new system of distribution which will place The Toreador in dormitories as well as in main campus buildings.

A policy leaning toward conservativeness will be assumed-concerning campus issues until investigation has shown the advisability of pro or con campaigns concerning such issues. The Toreador will endeavor to print both sides of major questions fairly and accurately. This is not to say that we intend to avoid controversial subjects.

#### **Letters To The Editor**

We hasten to explain that letters from readers, not letters from readers, not letters from seed that letters from readers, not letters from seed that letters be signed by the writer. All mail should be addressed to The Editor, Toreador of seed the size of the Toreador of fife, Campus. If you should care to come over personally with your comment, The Toreador has its headquarters in J105.

The Editor syou can tell, the business manger was the busiest staff member list week.

week.

ment from readers is a

tratic privilege which we
will be utilized by any stuor administrative officer who
the need for expression.

Welcome To TECH

To Our Old Friends And New

We Are Glad To See You Drop In For Breakfast, A Noon Day Snack Or A Cool Refreshing Drink

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ech Drug 1101-03 College Ave.

#### alschuler's POTPOURRI

"Do you believe in the pre-cept — Love Thy Neighbor's" the judge asked the defendant charged with allenating the af-fections of his friend's wife. "I certainly do," he replied. "But it sure got me into a lot of trouble."

A young matron and one not young were discussing wom's favorite topic—men.
'Does your husband like a 
inging gown?" asked the 
unger.
"Indeed he does," said the 
der unenthusiastically. "He 
mply adores one that clings 
me for at least five years."

alschuler's college styles in sportswear broadway at college

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6, 1950

er's JRRI

yles in

Saturday, Septem

Red Raider

Pirtle Look

NEW, FULL

STANDARD P

The RO

#### Faculty Additions Bring 67 To Tech

ENGINEERING

### **Tech Staff Members** Called to Active Military Service

### Council To Make Election Plans At Monday Meeting

#### Management Group To Hold Initial Fall Meet Monday

Tech Management association will meet at 7:30 p.m., Monday, in Room 220, Administration build-

## Girls Need Infant

For Records

Across From Campus On Broadway & College

### Management House First Fall Twilight Hour Features Methodist Choir

Twilight Music hour programs for the fall series will start at 4 p.m., Sunday, when the choir of the First Methodist church of Lub-

STUDENTS - 25c



Latest News and Color Cartoon



...WE'RE JUMPIN' FOR JOY BECAUSE YOU'RE BACK



All kidding aside, we are glad you're back, because without you Techsans, it just doesn't seem like Lubbock. Drop around to see us, because you know you're always welcome here. . . .

#### HOME OF

- · Fashion Park Clothes
- Timely Clothes
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ht Hour dist Choir

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ohnson, Dick Jackson, Gerald
hompson, Dick Pirtle, Lewis
rossley, Bill Sharpley, Alton
inne and Dick Cavazos.

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### Hollers . . . .



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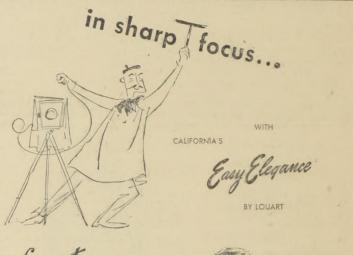
### Welcome to "The Church by the Campus"



S. S. 9:45 a.m. Worship 10:50 a.m. T. U. 6:45 p.m. Worship 8:00 p.m.

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HOWDY

TO TECH at ning of a lor have looked warm word store soon a

Our plede customers same high made Car Tech camp You are a

CAN

### 3ig Names, Local Entertainers Are Featured In Year's Activities

Toreador Feature Editor

Dances, movies, big name enterimments are only part of the
unsements offered Tech students
is year.

The Artists course, annual series
professional entertainers, offers

Ten Crager's orchestras are to alternate during the year in play. Artists course, annual series fessional entertainers, offers standing group during 1950 teatured.

#### HOWDY PARDNER

- WELCOME

TO TECH and the Great South Plains. We hope that this year will bring the beginning of a long remembered friendship. We have looked forward to extending you this warm word of welcome. Drop around our store soon and let's get acquainted. We are here to serve you in a friendly way.



Our pledge to you, both old and new customers, is to continue to give the same high quality of service that has made Campus Cleaners a by-word on Tech campus. Drop in to see us soon. You are always Welcome.

CAMPUS CLEANERS

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# Welcome Students!

The BOOKSTORE has out the welcome mat for all returning students and for the many new students who are entering Texas Tech for the first time.

In the BOOKSTORE you will be greeted by a friendy, courteous and efficient sales force, made up largely of students and student wives. They are espcially trained to serve you, and will be glad to assist you in selecting your books and supplies.

In addition to offering and selling articles of merchandise the BOOK-

STORE renders various services to the student body—such as—

#### CHECK CASHING

Personal checks will be cashed in reasonable amounts. Proper identification such as Auditor's receipt must be presented and all checks will be accepted at the Office during regular business hours.

#### WRAPPING FOR MAILING

The Bookstore realizes that many students have no method of wrapping and mailing packages and we will furnish paper, cartons, twine, labels, etc., absolutely free.

#### GIFT WRAPPING

Merchandise purchased from us will be gift wrapped at no charge and this service maintained the year round.

#### REPAIR SERVICE

If you have an old leaky pen, defective part to a set of instruments or a slide rule, we can return to the factory for replacement or repair. The only charge is that made by the manufacturer.

#### SPECIAL ORDER SERVICE

We maintain a special catalog service for any kind of a book and various articles of merchandise not ordinarily stocked and can order such items as desired.

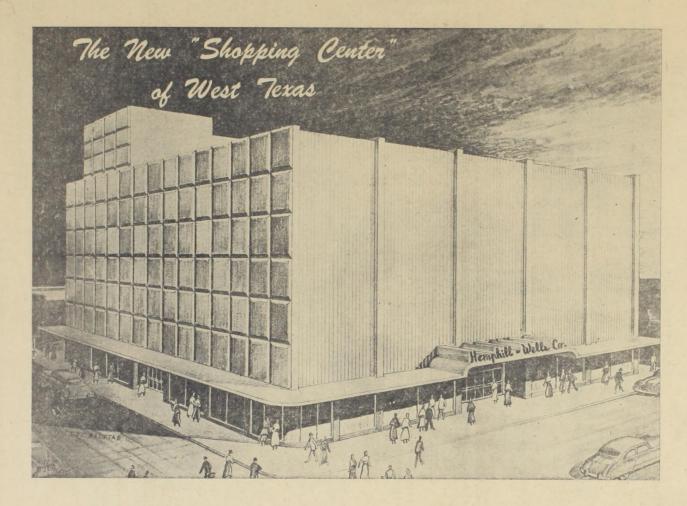
#### WHERE THE PROFITS GO

In the past year the Board of Directors of Texas Technological College took the sum of \$150,000.00 from the Reserve funds of the Bookstore to start the Student Union Building. Since that time the College has sold bonds to finance the erection of the Student Union and pledged Bookstore profits for the next ten years to pay off the Bonds. So remember, when you buy your books and supplies from the Bookstore, you are providing recreation for yourself and 6500 other Techsans.

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and especially to the new Freshmen about the we only hope you will be proud of your new

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