

WELCOME FISH!

THE TEXAS TECHNOLOGICAL COLLEGE **TOREADOR**

Freshman Edition

Lubbock, Texas, Monday, Sept. 12, 1960 — Section I

No. 1

Net Opens For 2,500 Tech Freshmen



A TASTE OF WHAT IS TO COME

The battery of tests taken by entering freshmen is only the beginning of a four-year sequence.

Dorm Officers Fill Vital Roll On Campus

Student government of each residence hall plays a vital part in the campus life of each student residing in campus halls. Membership to the government is embodied into two associations, Women's Residence Council and Men's Residence Council.

The purpose of these associations are stated in the constitution which each hall has compiled. WRC strives "to equip each student for active and cooperative citizenship through participation in democratic self-government." MRC was devised to promote spirit, unity, leadership, character, scholarship and service among men in residency. Both groups meet at appointed times during the school year.

Registration Opens La Ventana Sales

La Ventana, Texas Tech's yearbook, will be offered for sale during registration. The book, which will cover the 1960-61 school year, sells for \$7.00.

Each student who purchases an annual is entitled to have his picture taken by a Koen photographer. This picture will appear in the yearbook in the class section. Students must make an appointment to have their picture taken during registration.

The officers of each association, together with the elected governors or representatives of each wing, comprise the Executive Council of each hall. The Men's Residence Hall officers and their room numbers for 1960-61 are:

Bledsoe: Charles Aycock, president, 224; Robert Sandidge, vice president, 336; Bobby Grant, secretary, 120; George Matson, food service representative, 349; Leslie Thompson, MRC representative, 334; Charles Crocker, treasurer, 336.

Gordon: Robert O'Neal, president, 214; James Lobb, secretary-treasurer, 220; Dan Page, food service representative, 101.

Sneed: Gordon Reeves Brown, president, 309; Udo H. Specht, vice president, 352; Terry DeLaMorinera, treasurer, 310.

Men's No. 5: Bill Greaves, president, 202; James McClanahan, vice president, 402; Don Heath, secretary, 235; Hugh Campbell, MRC representative, 234.

Men's No. 6: To be elected in the fall.

Frosh Challenge

Last year, the freshman class emerged from the spring semester with a grade point average of 1.01, or slightly over a straight C average. If the 1960-61 freshmen will attend to their studies, they should set a new record academic average.

Men's No. 7: Mike Turner, president, 323; Jimmy Brewer, vice president, 102; Mark Taylor, secretary-treasurer.

Men's No. 8: Neal Webster, president, 323; Gary Powers, vice president, 323; David Youngblood, secretary, 345; John Stone, treasurer, 316; Kenneth Caspari, MRC representative, 351.

The 1960-61 Women's Residence Hall officers are:

Casa Linda: Darlene Heitkamp, president; Darlene Lemons, business manager; Verna Ruth Liles, assistant business manager; Sandra Dowell, house director.

Drane Hall: Anne Weaver, president; Chlois Cawley, vice president; Cindy Richards, AWC representative; Bettye Aston, chaplain.

Doak Hall: Sue Mims, president; Nancy Harmon, vice president; Joan Dorris, AWS representative.

Knapp Hall: Kay Kagay, president; Anne Mason, vice president; Kay Fulgham, AWS representative.

Horn Hall: Evie Williams, president; Diann Davis, vice president; Glenda Johnson, AWS representative.

Weeks Hall: Ann Montgomery, president; Janet Johnson, vice president; Celeste Ullrich, AWS representative.

These officers lead their groups to success in the various programs planned regularly throughout the year.

Freshman Grind Begins With Fall Convocation

Academic activities for an expected 2,500 Tech Freshmen begin with a convocation on the Administration Building Green at 8 a.m. Instruction on registration and testing programs for the week will be given. Newcomers will have an opportunity to "Meet Texas Tech Personalities" at the program in the Lubbock Municipal Auditorium at 7:30.

Final testing programs will be conducted Tuesday in preparation for registration Wednesday. Convening on the Administration green Tuesday at 8 a.m.,

Freshmen are to be advised on campus parking regulations.

A reception in the Union Building beginning at 7 p.m. will climax the day's activities for freshmen.

Freshmen will attend in thirty-minute intervals according to the initial of their last names. Officers of the Student Association and of the Union, and deans and their wives will be on hand to welcome the freshmen.

Following registration Wednesday, a Student Council sponsored stag party for freshmen men will be held on the Administration green at 7 p.m. Simultaneously, a Big and Little Sister Party for freshmen women, sponsored by the Association of Women Students will be going on in the Student Union Ballroom.

Later, at 8:30, a freshmen mixer will take place in the Union Building, Games, and three orchestras will be available.

Thursday from 6 to 10 p.m. is Church-Night for incoming Techs allowing the students to become acquainted with local activities of their own denomination.

Cheerleaders will prepare freshmen Friday for the game the following night when the Red Raiders take on the West Texas State College Buffaloes in Jones Stadium by teaching them Tech yells and songs.

One representative from each of the twelve dormitories, eight representatives from students living off campus, and nine other representatives will be elected to form a freshman council.

Students desirous of positions on the council should take out petitions from the Student Council office Tuesday and return them September 21. Elections will be held September 23 and results announced September 27.

Class officers and the final nine freshman council members will be elected by their respective classes October 5. Runoffs, if necessary, will be conducted October 12.

Tech Wins National Honors

Incoming freshmen are indeed fortunate to be entering Texas Tech this fall. Numerous times Tech has proven itself an outstanding university. In the past year alone it has collected more than its share of state and national honors.

During the 1959-60 school year three Tech architect students were awarded the first three prizes at the Texas Society of Architects convention, and an assistant professor of architecture received a Fulbright Lectureship. One Tech student was asked to serve on the executive committee of the Texas Intercollegiate Student Association. The **Toreador** was announced one of four college newspapers of the nation in its class to be named All-American by the Associated College Press.

Tech's chapter of Phi Delta Theta was awarded the Harvard Trophy as the outstanding chapter of Phi Delta Theta. The past president of Delta Delta Delta was given the National Leadership Award as the outstanding member of that sorority.

3 New Supervisors Join Dormitory Staffs

Three supervisors, Bill Waddle, John MacNeil and Stacy Cole, have been added to the Men's Residence Hall Staff. They are associated with Bledsoe Hall, Gordon Hall, and Men's Hall No. 6, respectively.

Mr. Waddle is a former Assistant County Agent at Denton, and a graduate of Texas Tech. He is married and has a two year old son.

Mr. MacNeil comes to Tech from San Luis Obispo, California, where he and his wife taught in the Special Education Department of the public school system.

MacNeil and Waddle are graduates of Colorado State College.

Mr. Cole is a graduate of Baylor University, where he starred as a basketball player. He did graduate work at the University of Texas. Prior to that, he taught school for two years at Henderson, as well as coaching the basketball team. He is married and has two children.

Supervisors returning this year are John Bayne, Sneed Hall; Ernest Morrison, Men's Hall No. 5; Hershel Potts, Men's Hall No. 7; and Donald Phillips, Men's Hall No. 8.

'60 Fashions Feature Knee-Knocker Styles

By Paula Cayton and Bobbie Vachon

Campus cuties will be offered an unusual and varied choice of fashions this year to make their fall debut in college.

Highlights for this year's fashions center around the basic essentials, mix and match sweaters and skirts in new jewel tone colors for fall. Pleated skirts teamed with bulky sweaters are always practical and in good taste for collegiate activities.

The knee-knocker fashions, something entirely new in the field of fashion, are skirts and pants that come just above the knees and are worn with knee socks or leotards. These should prove very fashionable for the college coed.

For casual wear, capris and toredors can be match-mated in very attractive fall colors.

Dominating colors will be purple and gold, although college fashion authorities list other popular colors as brass, sage, fern green, cardinal and cranberry reds, and brisbane blue. Dark brown and plum are popular dark cottons for those hot school days.

"Simplicity is the basic issue," the owner of a small dress shop says. "It's so easy to buy a sim-

ple jumper and add a blouse for classroom wear. For evening, dress it up with a scarf or jewelry. Plaids and tweeds can be dressed up, too.

Even though simplicity will be a key note in this year's fashions, the styles are so varied that one will be able to select her clothes by her favorite colors and figure type.

Parties? Try a fluffy full skirted dress or a smooth fitting comfortable sheath dress.

Hemlines? They're almost the same as last year, about two inches below the knee.

Wearing clothes that fit the occasion is the most important issue of all. Pretty clothes are never appreciated when they're not worn at the proper time and place.

Renovations Begin On Women's Dorm

Renovations have begun on the study and dining room of Doak Hall, Tech's oldest women's dorm.

Construction includes the raising of a portion of the old dining room floor to the same level as the present lobby. The result will be a larger reception room and a smaller study hall. Enlargement of the swithboard room is also included in the plans.

Dean Returns After Leave

Miss Jacqueline Sterner, assistant Dean of Women, returned to Texas Tech recently after being on leave since June, 1959, allowing her to do advanced graduate work at Ohio State University, Columbus, Ohio.

Miss Sterner was glad to be back at Tech after doing advanced graduate work in guidance and psychology. A sponsor of Panhellenic and social calendar activities, Miss Sterner will resume her assistant to the Dean of Women responsibilities.

Mrs. Louise Baird, replacement for Miss Sterner, served as assistant to the Dean of Women during the 1959 school year and will still continue to be associated with the Dean of Women's Office.

Beginning her sixth year at Tech, including last year, Miss Sterner received her A. B. and M. S. degrees from Indiana University, was on the Dean of Women's staff at Ohio State working with the residence halls before coming to Tech and was assistant to the Dean of Women at Ohio State during July.

Miss Sterner assisted the council on Student Affairs, comparable to the Committee on Student Organizations at Tech, during her academic year at Ohio State.

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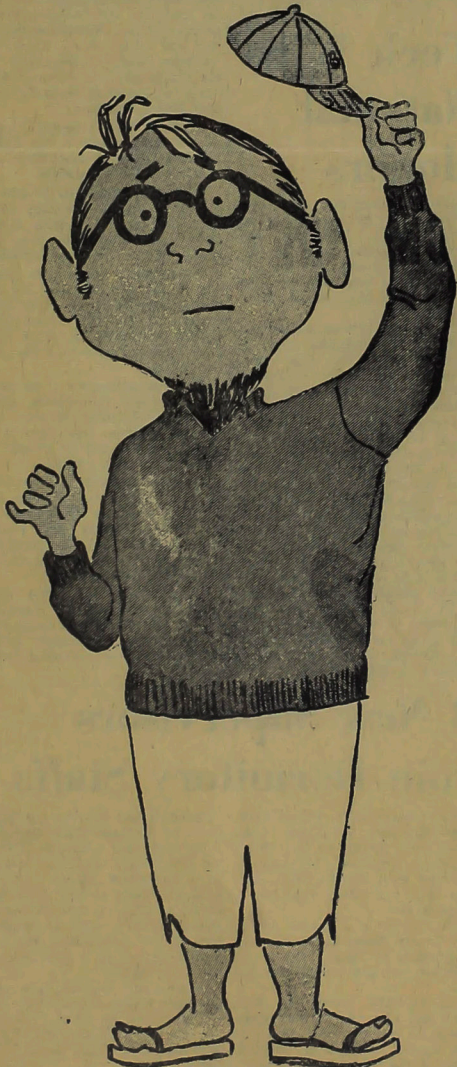
Class of '64

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Tech Traditions Last; Frosh Have Key Role

Freshmen, beware! Tech is as steeped in traditions as England is in tea, and many of them pertain to "slimes."

Out of respect to upper classmen, woe is the freshman who enthrones himself on the "Double T" bench, donated by the class of '31 and located in the center of the Administration building green.

Frosh students are required to wear green "fish caps" bearing in red the year of graduation. These caps must be worn until homecoming and if that football game is lost, they must be worn until Thanksgiving.

Bells, bells, bells — and freshmen pull the ropes. Donated by the class of '36, the two victory bells, weighing 900 and 300 pounds, are found in the east tower of the Administration Building. Immediately after any intercollegiate victory, be it athletic or scholastic, seniors gather up the first freshmen who present themselves to "do the honors."

A time limit of thirty minutes has been placed on the ringing of the bells, and violations of that rule are few. The bells were rung longer May 12, 1956, when Tech entered the Southwest Conference and October 24, 1950, when they rang with the freedom bells in Germany.

The idea of the bells was expressed by Bradford Knapp, college president at the time of donation: "May the bells in the East Tower sound out honors for those who have brought honors to Texas Tech College."

On a more serious note, "Riding Into the Sunset," located on the green, known as the "Soapsuds Pavilion," between the Museum and the Home Economics building, features, in bronze, Will Rogers on his horse "Soapsuds."

The original statue was executed by Electra Waggoner Biggs of Texas and New York and is presently located in Fort Worth. In 1948 the Amon Carter Foundation donated the exact replica to Texas Tech and the mold was destroyed.

Rogers once paid a personal visit to the college, leaving a gift

of \$200 to the Tech band and spread Tech's fame far and near in his travels.

The Memorial Circle, hub of the Tech campus, carries a bronze plaque dedicated to those Tech students who lost their lives in World War II.

Also in the Circle, the "Lamp of Freshman Spirit" symbolizes the newcomers to the college and burns each year during homecoming week.

A part of all formal occasions at Tech, "O, College Mother Beautiful," sung to the tune of "America The Beautiful" is a longstanding tradition. Composed by Paul W. Horn, first president of the college, it is now known as the college hymn.

"Fight, Matadors, for Tech," the official college fight song, was composed especially for Tech by Fred Waring, nationally known band leader in the late Twenties. The song was featured on his radio show in 1942.

It has become customary for each graduating class to leave a gift to the "Mother College." These have included bronze markers for buildings, street lights, benches, and the Tower Chimes in the West Tower.

Programs Feature Famed Celebrities

First of many and varied programs presented to Tech students through the Tech Union will be the "Brothers Four," famed singing artists of the album "Green Fields." The Brothers will present a concert on Tech campus Sept. 30, at 7 p.m. in the Lubbock Municipal Auditorium.

Other events to remember are the appearance of Carlos Montoya, the famous Flamenco guitarist, on Dec. 1, and also Les Elgart and his band, tentatively scheduled for Homecoming.

Certainly no one will want to miss any of these fine programs . . . see you there!

Texas Tech College Bookstore

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"On Campus"

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WELCOME MEMBERS OF THE TEXAS TECH CLASS OF 1964

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The Bookstore is the official College source for all required books and supplies. It stocks a large amount of second hand books to help save you money. We believe that you will find that our prices on books and supplies are competitive with anyone in the City of Lubbock.

For you Engineers, we have the required equipment at the best prices in the City. Do not buy your drafting sets, slide rules or other drafting equipment until you learn the specified requirements of your department. All items we supply are required and approved for class use. The Staff of the Bookstore is trained to assist you in getting the correct materials.

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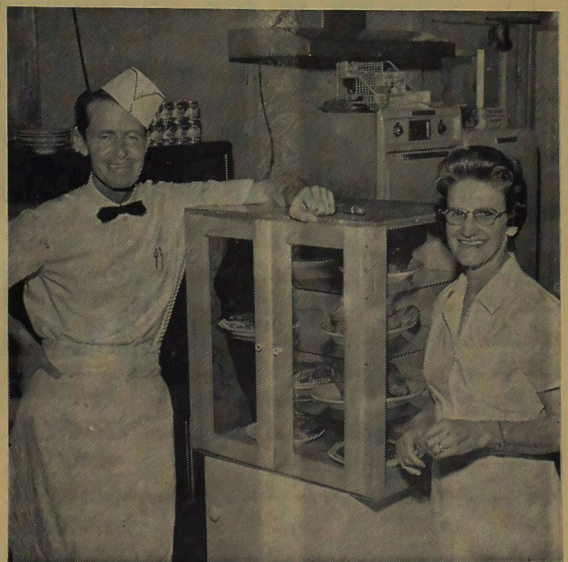
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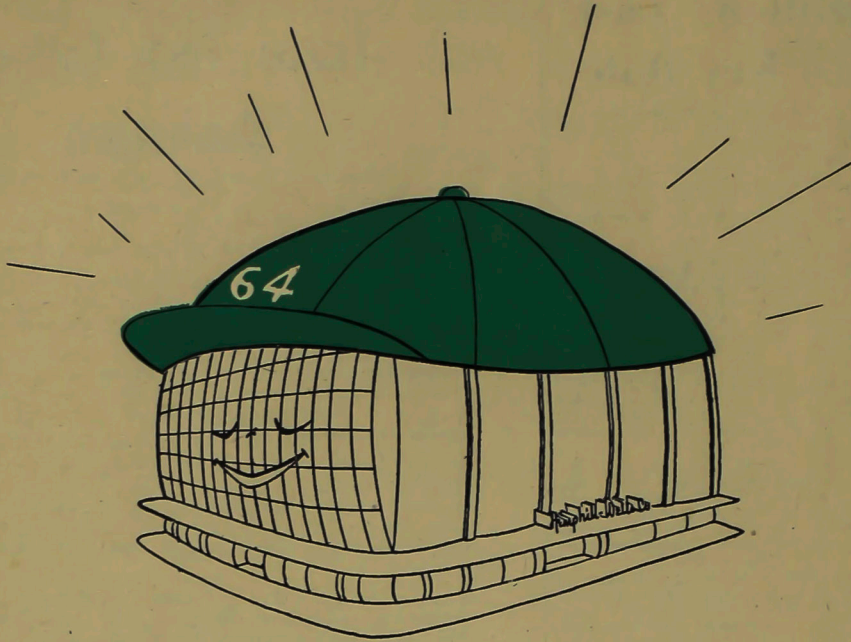
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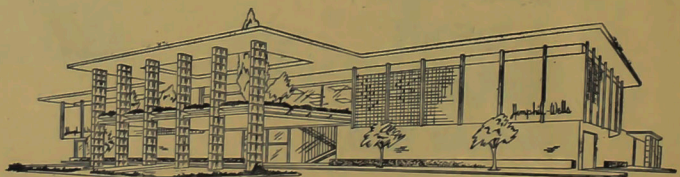
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We have just opened our new Monterey Center store. Included is a special "Gentry Shop" for college men and a wonderful "Junior World Shop" and casual shop for the co-edsl Be sure to visit this new store soon!



Wing Advisors Named For Men's Dorms

Advisors of the seven men's residence halls for the 1960-61 school year were named recently by the Dean of Men's office.

Leadership and academic qualifications are considered in the selection of students to these positions. All staff members must have better than a 1-point average for all work completed at Texas Tech and a 1.3 overall for the semester prior to appointment.

Appointments of wing advisors are as follows:

Bledsoe Hall: Logan Boles, Dar-

win Breeding, James Greenlee, Richard Heiser, Dick Toll and Dan Webster.

Gordon Hall: W. R. Collier, Edgar Church, Richard Rees and Bob Slough.

Sneed Hall: Joe Nelson, Arthur Roberts, Carlisle Smith and John Stokes.

Men's No. 5: Ron Langford, James Luttrell, Erwin Meier and Bill Smyrl.

Men's No. 6: Winston Boeker, Lewis Chandler, Clark Hampton, Troy Newton, Leroy Plumlee and Michael Rodman.

Men's No. 7: Robert Duncan, James Fox, Jerold Lyons, Joe Passmore, Ted Pridmore, John Porter and Jerry Stockton.

Men's No. 8: Denver Bartee, Ed Cortez, Frank Helbig, Ronald Hyatt and John Laneri.

Elmer Hershey, Wayne Hillin, Myles Sadler, David Short and Allan Tolbert were appointed switchboard advisors in Bledsoe Hall. Switchboard advisors chosen for Gordon Hall are Carl Alexander, Gerald Brown, Jimmie Childress, Herman Hill, Claude Lee, Michael McCracken, James

Anderson, John Compere and Terry De Le Moriniere were selected to serve in Sneed Hall.

David Cooper, Bill Floyd, Joseph Perkins and Pember Rocap will serve as switchboard advisors in Men's No. 5; Pat Coplin and Larry Schmidt in Men's No. 6; Bill Holland, Phil Howard, Larry Ingram, James Langley, Ralph McClure and Robert Dragoo in Men's No. 7; Clint Britt, James Hutto, Mac Marcom, Bill McCulloch, Paul Schacht, Gerald Walker and Olin Davis in Men's No. 8.

Concession advisors in Bledsoe

Hall are Kelly Harrison and Mark Miller. Leon Grabaum and Bill Leverich will serve as concession advisors in Gordon Hall, while Christian Boldt and Ike Simmons will serve in the same capacity in Sneed Hall.

Concession advisors in Men's No. 5 are Ralph Roper and Billy Gayle Wilson. In Men's No. 6 they are Bob Honts and Travis McLain. Floyd Bradley and Bob Hutto will occupy the position of concession advisors in Men's No. 7 and Everett Gibson and Gerald Irion in Men's No. 8.

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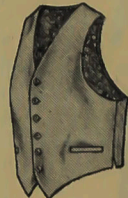
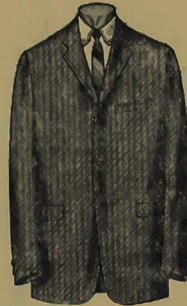
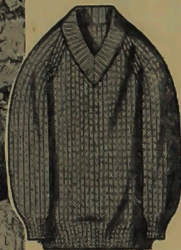
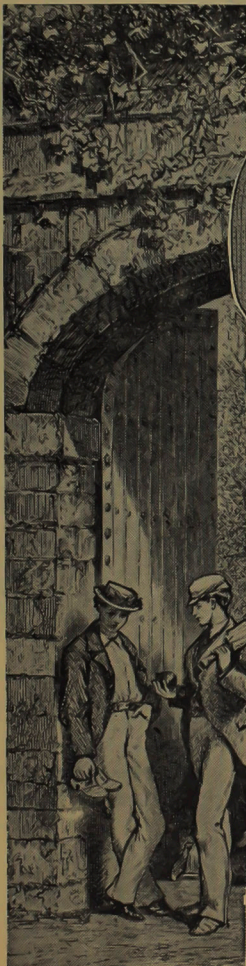
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Thursday Evening

Churches Honor Freshmen

Entering freshmen will be honored with traditional All-Church Night parties Thursday, Sept. 15. Participating in the event will be 13 local churches and four student centers.

"Music Around the World" theme will highlight the evening's entertainment at the Second Baptist Church, 5300 Elgin Avenue, at 7:30 p.m. Southern themes will be featured at the College Avenue Baptist Church, 2420 10th Street, at 7:30 p.m., and First Baptist Church, 2201 Broadway, 7 p.m.

The Presbyterian Student Center will sponsor a picnic at Mackenzie Park. Students planning to attend are to meet at 2412 13th Street, at 4 p.m.

St. Elizabeth's Catholic Church, Newman Hall, 2309 Main, will host a dance and social hour, at 7:30 p.m.

Fellowships will be given at the First Cumberland Presbyterian Church, 910 Avenue O, 7:30 p.m., and First Nazarene Church, 4570 Avenue Q, at 7:30 p.m.

Informal parties will be held by

three church groups; the Christian Science Organization, in the Anniversary Room, Student Union Building, at 7 p. m.; 25th Street Baptist Church, 2436 25th, at 7:30 p.m.; and St. John's Methodist Church, Fellowship Garden, College Avenue 15th Street, at 7:30 p.m.

Open houses will be featured at the Lutheran Student Center, 1508 Avenue X, 7 p.m.; Christian Student Center, 2318 13th Street, 7:30 p.m.; and Episcopal Student Center, 2407 16th Street, at 7:30

p.m., Asbury Methodist Church, 2005 Avenue T, 7:30 p.m.

Church of Christ Bible Choir, 2406 Broadway, and the First Methodist Church, Memorial Hall, 1411 Broadway, will provide entertainment, at 7:30 p.m. and 7:20 p.m. respectively. The Central Baptist Church, 1317 18th Street, will entertain with a reception, at 8 p.m.

All-Church Night is a community and college effort to acquaint students with religious opportunities as a part of their school life.



**TEXAS TECH'S
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Welcomes the newcomers
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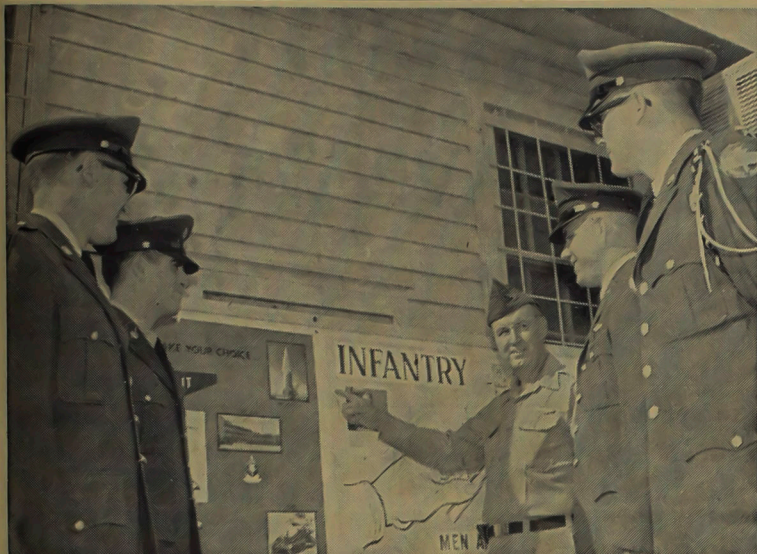
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Army ROTC Revamps Cadet Training Plan

A new Army ROTC program—which includes more academic work and less drill—goes into effect at Texas Tech in September, Col. James B. Carvey, professor of military science, has announced.

For freshmen enrolling in military science, there will be 30 fewer classroom hours in military subjects. These may be made up by substituting an academic course in any of four general areas, Carvey said.

The academic courses, in which a cadet may enroll and receive military science credit, must be in the general areas of effective communications, science comprehension, general psychology or

political development and institutions. There has also been a decrease of military science classroom hours in the junior and senior level Army ROTC courses. Ninety hours (45-hours each academic year) may be substituted with courses from the same general academic areas.

Some of the military classroom time has been gained by cutting drill from two hours to one hour each week.

Freshmen will meet military science classes one hour a week plus a drill period. All other Army ROTC students will meet two military science classes a week plus a drill period.

NEW ARMY ROTC PROGRAM

—Col. James B. Carvey (center), professor of military science at Texas Tech, discusses the new basic Army ROTC program at Tech with Lubbock cadets Jimmy D. Turner, (L), Coolidge Hunt, William L. Smith and Elmore J. McCarty.

View Improves For Freshmen

With the opening of the Texas Tech Red Raider football season the 1960 Freshmen will occupy a seating arrangement in Jones Stadium superior to past plans.

Previously "frosh" students have occupied sections P, Q-R and part of Q in the western portion of the stadium. This year, Freshmen will possess similar positions but due to the new numbering system they will be seated in sections 119, 120, 121 and the upper part of box section 122.

The stadium enlargement not only has provided the Frosh with additional room below the old sections, but also has provided them with newly constructed sections 20, 21, and 22. The Freshman's identification card, purchased at the beginning of the year, admits him to each game upon its presentation at the section's respective gate. Seats are occupied on a first come, first serve basis.

Organizations Need Help

Students who may desire to alism Bldg. participate in preparing the 1960-61 La Ventana should apply at unfilled on the Student Union Program Council.

Newly Remodeled LUBY'S

SUBURBAN CAFETERIA

Located At 2410 Broadway

Wishes to welcome all Freshman Tech Students.

For unequalled dining pleasure we offer dining music at its best with stereophonic sound, also featuring the best in home prepared foods consisting of crisp green salads, garden fresh vegetables, and nine different varieties of choice U.S.D.A. meats and unequalled home baked pastries.

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I'm Chester



1951 Grad

I'm Clyde



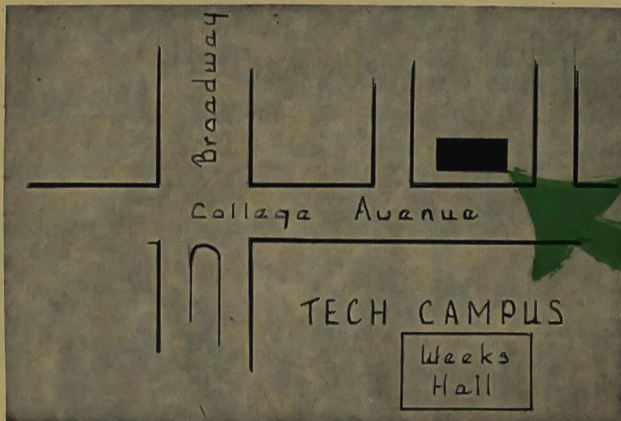
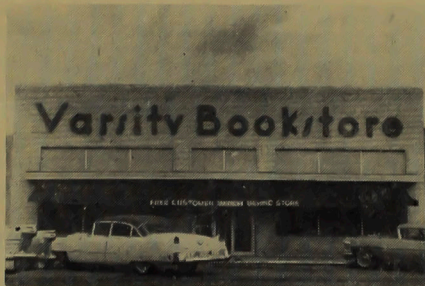
1951 Grad

I'm Dave



1955 Grad

We've been through this college routine and we know your needs . . . No need to run up and down the aisles hunting books . . . let our salesmen save you the bother. Your checks can be cashed and your SLIME CAPS lettered when you pick up your FREE SCHOOL CALENDAR at the VARSITY.



Varsity

BOOK STORE

Tramps Give Aid To Tech Freshmen

"Where there's a freshman in need, there's a red shirt!"

When freshmen attend a college as large as Texas Tech, they are sure to run into many problems concerning location of classes, college traditions and moving into the dorms.

The Saddle Tramps, an organization of men students whose principal objective is to promote school spirit and uphold college traditions, has undertaken the project of assisting freshmen during orientation.

The Saddle Tramps, wearing red corduroy shirts with related emblems, will carry luggage into the women's residence halls, sell mops and brooms in the College Bookstore, and work on arousing school spirit for the first football game. With cheerleaders and student council officers, Saddle Tramps will tour the men's halls to counsel freshmen about traditions, rules and school spirit.

Bonfires for pep rallies, and the flash card section at the Baylor, Southern Methodist University and Tulane games will be football

activities for the Tramps in the coming season. A "Spirit booster" known as Saddle Tramp Spirit Bell No. 1 was taken from a Santa Fe locomotive and mounted on a two-ton-trailer frame.

During basketball season "The Toreador," along with the Tramps, promotes school spirit with a "Red Raider Day" or "All You See Is Red Day." "The Toreador" is published in red ink; all students are urged to wear red and attend the game that night. Spirit Bell No. 2, which was donated by a Lubbock Fire Department, is used at the game. This bell is from the first Lubbock fire engine.

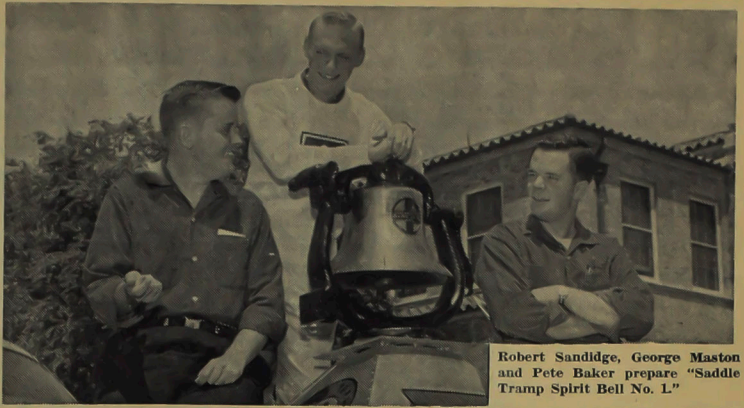
Money for the Southwest Conference Circle was raised by the Saddle Tramps, the Circle K Club and the Alpha Phi Omega Fraternity. The Circle is octagonal in shape and bears the mascots of the Southwest Conference teams. Most pep rallies and bonfires are held at the Circle which is near the men's gym.

Late fall will find the Saddle Tramps hosting a smoker for the prospective pledges. All Tech men are eligible if they complete thirty hours by conclusion of the semester in which they pledge.

During spring the Tramps co-sponsor the bicycle race with the Student Council and Alpha Phi Omega. They will also host another smoker for those interested in pledging the club for the Spring semester.

The bicycle race, better known as the "Little 500," will consist of forty laps equaling twenty miles in all. Winners receive trophies.

Saddle Tramp officers for the coming year are: Mike Montgomery, president; Bud Henderson and Kent Kerbel, vice-presidents; Robert Sandidge, secretary; Jerry Moore, treasurer; and Wayne James, acting sponsor.



Robert Sandidge, George Maston and Pete Baker prepare "Saddle Tramp Spirit Bell No. 1"

Welcome...

FRESHMEN!

...TO

LUBBOCK
AND

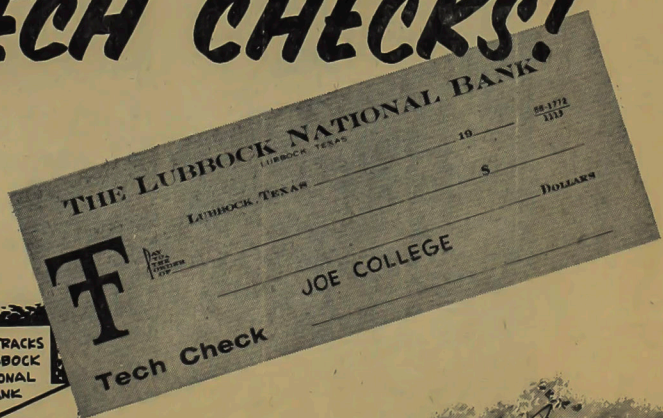
LNB

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TECH CHECKS!

The folks at LNB would like for you to come in and say "Howdy." You'll find about everybody in Lubbock is talking about the Lubbock National Bank. We just finished with a grand opening. We invite your visit for a tour of what we call Banking's New Frontier. We have five lovely tour guides (most of them Tech students) to show you thru. Come in and get your free personalized Tech Checks.



Parkview Lodge

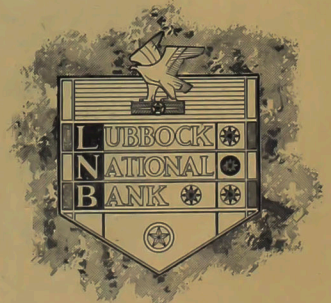
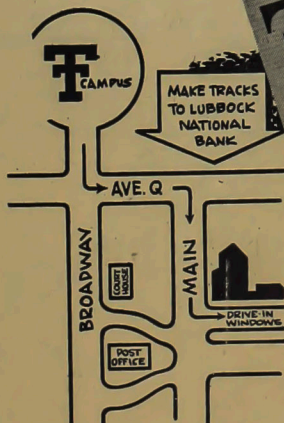
takes this opportunity to welcome the class of '64 to TEXAS TECH

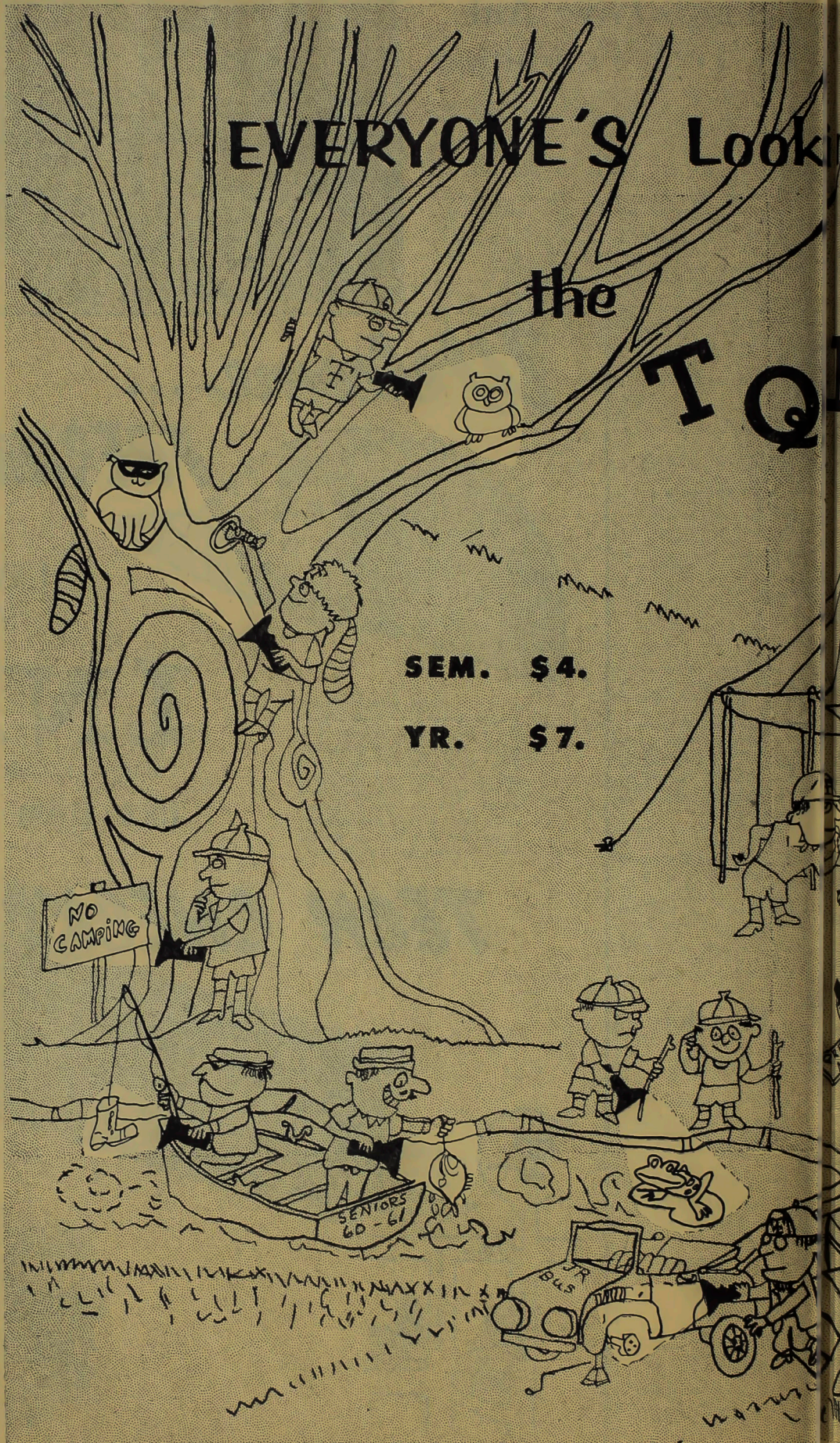
"Let us be of service when we can during the football season."



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BOOK & STATIONERY CENTER

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you to
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A Salute to the FRESHMEN

Let us help you with the selection
of your **STUDY AIDS** and
references for the
following courses:

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ART
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DRAMA
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GOVERNMENT
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HISTORY
LANGUAGE
MATHEMATICS

MUSIC
PHILOSOPHY
POLITICAL SCIENCE
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RECREATIONS
SCIENCE
SOCIOLOGY
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**"See the remodeling
of our entire store"**

P. S. Letter your caps while you shop!

BOOK & STATIONERY CENTER

MAIN AND COLLEGE AVENUE

Student Ins. Offers Optional Term Policy

Techsans returning in September will find student insurance policies under a different company with a slightly higher rate and an optional term policy.

Since the present insurance system was adopted in 1958, students have been covered by Pilot Life Insurance Company. The North American Company for Life and Health Insurance of Chicago will carry the student insurance during the 1960-61 term.

"Due to a high loss ratio, Pilot Life found they could not carry the student insurance policy without an increase in rates or a cut in the benefits of the policy", explained Dean of Student Life, James G. Allen. Because of this, the Student Insurance Committee decided to invite a number of companies to submit bids. Since North American rates were lower and their surgical fee schedule generally better, they were the committee's choice.

Dean Allen stated that the insurance plan is important to Tech students because of the college's limited infirmary facilities. It supplements the college health services.

Students must buy the insurance policy within 20 days after registration. The rate for 12 months is \$12.25 and for 9 months \$10.25.

With the North American policy, claims of \$25 or less will not necessitate the completion of a claim form. Claims of more than \$25 will require the claim form

but only those over \$50 must be forwarded to the Chicago Office.

The Student Insurance Committee is composed of Dr. R. C. Goodwin, Tech president; M. L. Pennington, vice president; Dr. F. P. Kallina and Dr. E. R. Rose, Tech physicians; Pete Baker, Student Council vice president; and Bill Dean, Student Council president.

La Ventanas Distributed Sept. 13-17 in Rec. Hall 8:30 to 4:30

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Fashions for...

UNIVERSITY ROW

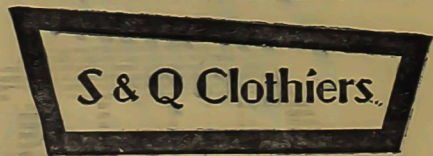


3-piece CORDUROY SUITS

Styled as illustrated in natural shoulder. Fancy paisley lining, flap pockets, plain front pants with tapered legs. Vest reverses to colorful flannel. Colors are OLIVE and ANTELOPE.

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VISIT OUR CREDIT OFFICE FOR FULL INFORMATION.



S & Q Clothiers

The QUICKSILVER Co.
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by
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Bedford Cord by Levi Strauss
in Beige, Charcoal, Navy, Olive
and Black.

\$5.95

Corduroy by Levi Strauss in
Charcoal, Olive and Brown.

\$6.95

Rambler-Cord by Farah in
Beige, Gold, Burgundy, and
Olive.

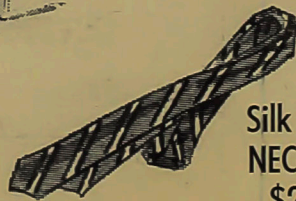
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Manhattan's UNIVERSITY ROW Ivy Style SHIRTS

Enjoy the beauty and comfort of Manhattan's new Contour cut shirts that fit closer in the body. Handsome Fall colors in paisley patterns.

\$5.95



Silk Repp NECKTIES \$2.50

Red Raider Fans Spirit

Galloping wildly through the "Saddle Tramps' tunnel", the Red Raider enters the football field to call forth Texas Tech spirit. Mounted on Beau Black, his three year old Quarterhorse with the color of coal, Hub Rhea charges around the field with his flashy red cape floating on the breeze.

The Red Raider is chosen from the Tech School of Agriculture. The first was Joe Kirk Fulton who led the Tech team onto the Gator Bowl field on January 1, 1954. He and his horse, a Palomino stallion named Silver, continued to lead the Raiders for two years.

His successors have been Jim Cloyd in 1956 riding Tech Beauty, a horse donated by the School of Agriculture; Don Hollar riding a horse loaned by the 6666 Ranch in 1957 and 1958 and the present Raider, Hub Rhea riding Beau Black.

This "romantic matador" wears a scarlet suit and cape with trimmings of gold. His vaquero hat and polished black boots continue to carry out the Spanish style which is the theme of the campus.

As his horse rears before the cheering crowds of fans at each football game, the bold leader of loyalty for the "red and black" represents the bright hope of victory in students' hearts for the team of Texas Tech!

Science Courses Show Variety

In the scientific field, Tech's incoming freshmen will find themselves eligible for a variety of courses. So-called "100" courses being offered in science are: botany 133, zoology 134, general chemistry 141-142, physical and historical geology 143-144, and general physics 141-142.

Botany emphasizes the important groups of plants, while zoology puts the emphasis on the vertebrates, protozoa, insects, and certain parasitic forms. Both subjects are offered each semester; therefore, either may be taken first. Both of these subjects or their equivalents must be completed before credit for either is received toward a degree.

Before taking any other course in chemistry, except elementary chemistry, a freshman must take general chemistry.

Physical and historical geology are offered to the undergraduate who doesn't intend to major in geology. Physical geology is an introductory study of geologic features and processes, while historical geology is the study of geological history.

General physics is a course in beginning physics, covering mechanics, heat, sound, electricity and magnetism, light, and modern physics.

Changing Times

At one time, freshmen and sophomores were the upperclassmen at Tech. In fact, there were no other classes. Only freshmen and sophomores were admitted in the year of Tech's birth.

Peripheral Parking Planned For Campus

By ELLEN VENABLE

Texas Tech's parking problem is not unique—campuses across the nation are perplexed by the same lack of parking space; all, that is, except one where there are no cars. But since cars have ceased being a luxury and become a necessity, as much thought must be given to accommodating them as to erecting a building.

After much study and years of experience in this line by its various members, the Campus Planning Committee has come up with a solution it thinks will solve the problem. What follows is its answer—peripheral parking.

More students are coming to college with automobiles these days—because they need a car for that Friday night movie date or the picnic out at Mackenzie Park or to drive to class because the campus is so large. To prove it, there are more cars registered this year at Tech, as was stated earlier, than there were students five years ago.

Because of this influx of men and machines the Campus Planning Committee feels that its purpose in laying out sites for academic buildings for the expanding student body is being defeated if they have to build parking lots on those sites to accommodate all the cars.

The CPC is concerned with the pedestrian factor also. Two years ago, a campus survey found that on Memorial Circle 3,000 students crossed at least one street during the 10-minute break between

As Student Guide Calendar Serves

A college calendar is a must in keeping up with all the interesting campus events. A summary of all scheduled activities is available at the Student Union or may be extracted from the publications, "General Information Bulletin", and "T-ing Off At Texas Tech."

classes. With this many persons crossing streets, probably against lights to get to class on time and the cars likewise in a hurry, someone may get hurt.

For this reason, because there is a large amount of pedestrian traffic from the new men's residence halls, the CPC states, "Engineers' Lane" was not made a through street.

The CPC has considered many possible solutions, from building multi-storied parking lots off the campus and operated on a commercial basis to prohibiting cars from the campus altogether.

But the one they think will work best is an adaptation of the peripheral parking system used in modern shopping centers. Applied to Tech, it would consist of strategically located parking areas away from the central campus. Students and college personnel would drive onto the campus, into the lots, park and walk to classes.

This, of course, would necessitate locating the areas within 10 minutes walking distance of the academic buildings. As laid out on the master plan of the campus, the residence hall parking lots would remain intact as would the lot behind the Journalism Building.

A parking area with an 800-car capacity is to be built just south of the new library and one slightly smaller to the north. The Ad Bldg. parking lot would be used exclusively for administration and faculty.

According to this plan all other entrances would be blocked off, eliminating vehicular traffic from the center of the campus. This would reduce the possibility of accidents between pedestrians and vehicles on the one-way streets. In a few years the Broadway entrance would be cut off at the traffic light on Memorial Circle leaving open the parking areas behind the Museum and the men's residence halls. The 15th and 16th St. entrances will admit traffic into the dorm parking lots but will cutoff traffic into the campus.

The parking areas in front of the Room Reservations Office and the Infirmary will continue to be used for the present. The parking area south of the Science Bldg. will also remain intact.

The Alcorn Ave. entrance has already been blocked off by the new women's gym. E. J. Urbanovsky, who is making a study of the traffic situation, explains the move by saying that the entrance was not used as much as the Boston Ave. entrance and brought

traffic only into the parking lots of the residence halls and the Music Bldg.

The circle in front of the Ad Bldg. will eventually be closed to cars during heavy pedestrian crossings according to M. L. Pennington, vice president and controller.

The State Highway Department is scheduled to widen 19th St. this

summer and the Boston Ave. entrance will be revamped to bring traffic onto the campus more easily.

This is because more people come through our back door (Boston Ave.) now since the city has built up behind us. In a few years we may find that Flint Ave. or even Indiana has become the main entrance to the campus.

After the construction of the new Library and Agriculture Plant Science Bldg., a new vista will open up with a mall stretching west from the Library. Though on a smaller scale than the engineering or science quadrangles, this mall may become with its classrooms and office buildings the college's second "main campus."

Welcome Freshmen

We are looking forward to meeting you and showing you our fashions for fall

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Hi!

Let's Get Acquainted

We're a familiar name in these parts, maybe you've shopped with us in your hometown. We have many ways to serve you here in Lubbock, take a look.



SEVEN HUGE SUPER MARKETS loaded with everything you can imagine! We especially have grand General Merchandise Departments with famous name cosmetics, health and grooming aids, hosiery, and of course foods of every description as well as school supplies.

TWO BEAUTIFUL CAFETERIAS where dining is an enjoyable experience! The food is great, prices are low, the atmosphere is enchanting. Our Town & Country location, just north of the campus, is of Paris Vintage. Family Park location at 34th & Ave. H. takes you to old London. We invite you to enjoy a snack or bring that heavy date often.

FAMILY CENTER is located at 34th & Quaker. Here is a world of merchandise unlike anything anywhere! At lowest prices ever you'll be able to shop for photo equipment, sporting goods, phonograph supplies, radios, jewelry, appliances, clothing for men and women, hardware and many other items. Make a trip to Family Center first whenever you wish to buy anything.

We're ready for

FALL

If you enjoy wearing clothes that reflect your own individuality, select YOUR Fall wardrobe at

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★★★ To The Class Of 1964 ★★★

It is indeed a pleasure to extend a most cordial welcome to the Class of 1964.

You are coming from some four hundred different high schools from all over Texas and from other states. Though we do not want you to forget these high schools, we would ask that you transfer your loyalties now to this College. We are confident that we have something to offer to you. We want you to take full advantage of your opportunities here, and expect that you will become a full-fledged member of the Texas Tech family.

You are coming here at a time of growth and progress. Buildings valued at more than eight million dollars will be completed within the next two years. This will be the first year for full competition in the Southwest Conference—may you bring us luck.

This will be the thirty-first Freshman Class I have seen at Tech. It could be the largest of all freshman classes, and I sincerely hope it will be the best. Each and all of you have my best wishes for a most pleasant and profitable year, and may it be but the first in an increasingly successful college career.

Dr. R. C. Goodwin
President
Texas Technological College

THE TEXAS TECHNOLOGICAL COLLEGE TOREADOR

EDITOR Travis Harrell
MANAGING EDITOR Judy Kinney
ADVERTISING MANAGER Larry Bridges

The Toreador, official student newspaper of Texas Technological College, Lubbock, Texas, is regularly published each Thursday during the summer semesters, excepting holidays, by students of the College as an expression of campus news and student opinion only.

The Toreador is financed by a student services fee, advertising and subscriptions. Letters to the editor and columns represent the views of their writers and not necessarily those of the Toreador. Letters must be signed, but may be published with initials in justifiable instances. The views of the Toreador are in no way to be construed as necessarily those of the administration. Entered as second class matter at the Post Office in Lubbock, Texas, under the act of March 3, 1879.

THE TEXAS TECHNOLOGICAL COLLEGE TOREADOR

★ ★ ★

THOUGHT FOR TODAY — *The man who goes alone can start today; but he who travels with another must wait til that other is ready.* —GH.

★ ★ ★



"I TAKE IT YOU'VE NEVER HAD FENCING LESSONS?"

Remember

Order Your
1960-61

La Ventana

NOW!

★★★ Welcome Freshmen ★★★

... To the college of your choice!

Texas Tech appreciates your decision to select it as your college and as a part of our contract with you we pledge our full help and assistance as you get a college education.

And your success in this great venture will be exactly in proportion to your willingness to accept the responsibility of educating yourself. For while we furnish maximum assistance, and inspiration, and help, it is you and you alone who can achieve your education.

For many of you, thirty-six months on this college campus will yield you a degree. Whether or not the best implications of this degree will become yours depends entirely on you. It is our sincere trust that with our help you may achieve your objective at Texas Tech.

Welcome to the big family of Texas Techsans.

James G. Allen,
Dean of Student Life

A Hardy Welcome To The Class of 1964 Student Publications

Toreador Welcomes Incoming Frosh

As Texas Tech opens its doors for its thirty-fifth year, you of the class of 1964 are entering into your college life at the most important period of Tech's history.

This is the first year of competition for Tech's Red Raiders in the Southwest Conference. It will bring national attention to Tech more than ever before.

A large building program is now in progress, with about eight million dollars of buildings to be completed soon, including a new Library to be the central structure of the campus.

A new permanent president will direct the affairs of the college. Dr. R. C. Goodwin, acting president since September, 1959, was moved into the full presidential status by the college Board of Directors on August 20.

In many ways this will be an important and significant year for Texas Tech and for each of you. For the college, it is the year of its fullest development. For you, it is the beginning of four years which will be among the most important of your lives.

We urge each of you to become a part of Texas Tech this year, and let Texas Tech become a part of you. Let this school and all it is sink into your blood.

If you will give Texas Tech your best, it will make returns hard to calculate in your future life.

As you begin your college life, we urge you to become acquainted with the people who make up the college community—the faculty, the administrators and your fellow students. Become acquainted with your student government and those who are officers in it, your newspaper and those who are responsible for it, your student organizations and their officers.

Student government at Texas Tech needs the active interest of the students; without that interest, any efforts by the executive officers to provide a sound Student Council operation will prove futile.

The Toreador, published every Tuesday, Thursday and Saturday mornings, provides coverage of campus news and activities, along with an editorial voice on campus and college affairs. The Toreador is operated to serve the campus community and particularly the student body. Any student, faculty member or administrator is welcome to the Toreador offices in the Journalism Bldg., either to bring news items, to discuss campus affairs with the editors or to become familiar with the Toreador operation.

Athletics at Texas Tech are only a part of the total college program. Yet they are a highly significant part. The support the student body of a school gives to its athletic teams is indicative of the pride the students take in their school as a whole. A school with a well-supported athletic program is usually one with a strong overall program.

Support the Texas Tech Red Raiders as they enter the Southwest Conference and that support will prove of value to you in the years to come. For the position Texas Tech gains in the eyes of the Southwest and the nation will determine your standing as a graduate in the years after 1964.

Above all, we urge you to take full advantage of your college years, to put forth your best efforts and in turn gain as much as possible from those efforts.

Texas Tech will be only as great as its students and graduates.

RALPH W. CARPENTER Editor	PRESTON MAYNARD Managing Editor
CAROLYN JENKINS News Editor	BILLY PATTON Sports Editor
LYNN BUCKINGHAM Society Editor	

Fill Vital Campus Need

Publications Enhance Communications

by **PRESTON MAYNARD**
1960-61 Toreador Managing Editor

Visualize a community of 10,000 persons anywhere in the United States which does not have any form of modern mass communications media.

Such a community would be difficult if not impossible to find.

A university with 10,000 students, administrators and faculty members is a community in every sense of the term; as such, it requires the same services any other community does.

In order to function properly in all areas of its affairs, the university must be served by a mass communications media equal to that found in any other community of the same size.

At Texas Tech the need for such communications on a campus-wide basis is met largely through Student Publications, a department operated on a business basis comparable to a professional publications firm with a \$100,000-a-year business.

Its production effort includes The Toreador, a tri-weekly newspaper with a circulation of about 8,000 copies per issue, and the La Ventana, the college yearbook which has one of the highest subscription ratios of any college annual in this country.

Operating under a Student Publications Committee and a Director of Student Publications, these two publications maintain paid editorial, advertising, photographic and circulation staffs and make use of up to 150 students—journalism majors and others—for the production effort.

Each publication has been in consistent operation since Texas Tech was established in 1925.

Each reflects in its name the traditional Spanish-Southwestern history present in Texas Tech's life. A "toreador" is a Spanish word denoting little bullfighter, next in rank to the matador. Texas Tech's athletic teams were first called the Matadors, although the term has since been changed through custom to the Red Raiders.

Again in the Spanish vernacular, "la ventana" means "the window," an apt name for the college yearbook, traditionally expected to be a window on college history, life and affairs.

The entering freshman student at Texas Tech should know what each of these two publications is, how they operate, what they offer and what they mean to the student body.

The La Ventana has, through the years of Texas Tech's history, been a typical college yearbook. Many of the students who have helped produce it have gone into various journalistic occupations.

Two years ago a decision was reached after much thought to completely redesign the La Ventana to attempt to provide a more colorful representation of college life and move away from the stereotyped version of the college yearbook.

A totally-different magazine concept was adopted. In it, the yearbook was divided into 12 sections, each patterned after a national magazine and each representing a particular area of college life.

The magazines include Tyme, Tech's Hitchin Post, Sports Illustrated, Future (for Fortune), Progressive Farmer, Views (four class sections, for Look), Life, Playboy and Mademoiselle.

More than 9,000 photographs have been included in the 1960 La Ventana. A staff of about 30 students has worked from September, 1959, into this past June to complete the book.

In addition to a core of volunteers who worked with the production effort, the staff included two co-editors, an assistant editor, a head photographer and two assistants, a staff artist and several others.

For the 1960-61 La Ventana, the co-editors are Pat Porter, senior from Dallas, and Ellen Venable, senior from Midland. Both are journalism majors.

Miss Porter was associated with Nieman-Marcus of Dallas this summer and was co-editor of the Mademoiselle section of the annual this past year. Miss Venable, assistant editor of the past year's book, has two year's extensive production experience with the La Ventana.

Going into its third year with the magazine concept, the La Ventana is moving toward production of a yearbook that will combine a colorful approach with the traditions of the college.

The Toreador has moved since 1925 from a weekly to a semi-weekly to a tri-weekly newspaper.

It has improved its typographical design, set up a professional schedule of operations and intensified its news coverage.

Using journalism students in reporting and editing laboratory classes for much of the work, The Toreador maintains an eight-member editorial staff which has full responsibility for the operations of the paper.

Working toward a goal of daily publication in the near future, The Toreador has an active editorial voice, consistent coverage of campus news, including sports and social sections, and close contact with administrative affairs of the college.

An editor appointed by the Student Publications Committee retains complete control over the paper as a whole, subject to review by the committee. A managing editor and news editor direct details of day-to-day operation for the paper.

Under these three, a sports editor, campus or society editor and three copy editors round out the editorial staff. An advertising manager and assistant, three photographers and a circulation staff join in the production effort.

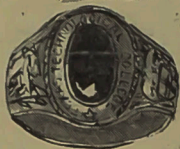
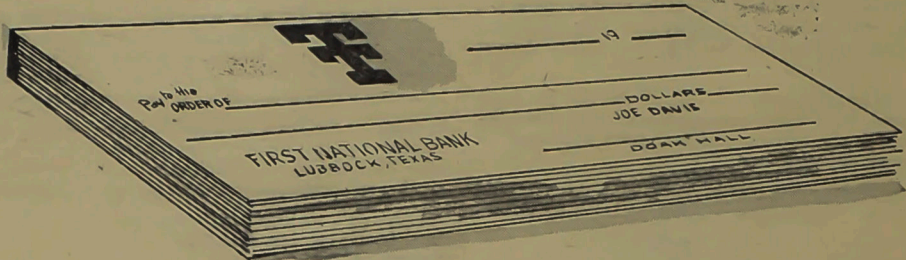
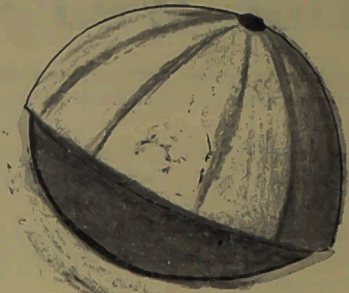
For the 1960-61 year, efforts are being made under an experienced editorial staff to move toward professional status in operations and product.

Five of eight of the 1960-61 editors have experience in professional newspaper or radio-television work.

The Toreador is published with the same degree of freedom as any professional newspaper. No censorship is exercised; the freedom of the press is maintained on the Texas Tech campus just as in any community, a distinction few colleges in the United States have.

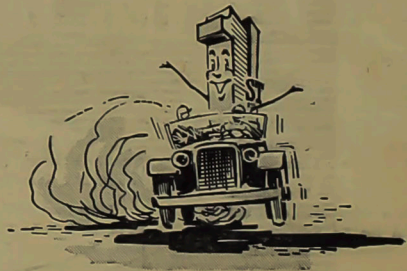
The Student Publications program at Texas Tech is developing into a professional organization with two publications which in the coming years are expected to continue moving toward their goals of becoming recognized leaders in their respective collegiate fields.

As such, they afford both essential services to the student body and Texas Tech and provide valuable journalistic training to several hundred students each year.



NOW... personalized "TECH-CHECKS" for Tech Students who Bank at the FIRST...

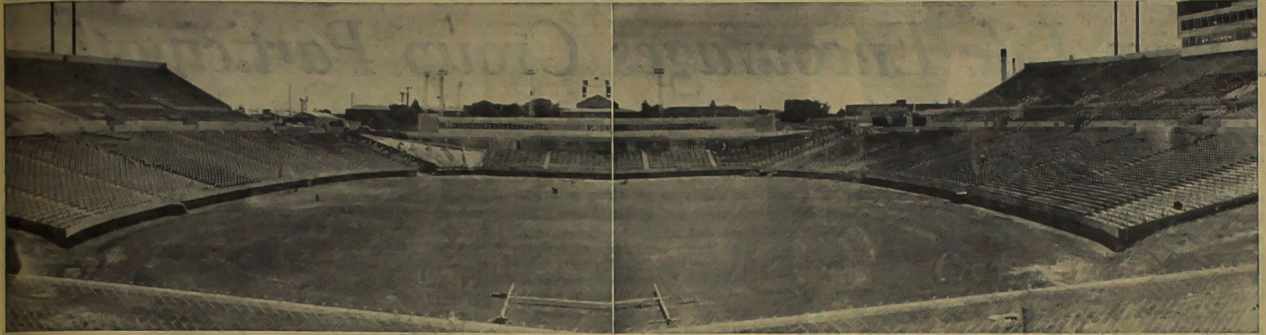
Recognizing the important role of Texas Tech in the community, the First National has printed special checks for all Tech students, freshmen and seniors alike. If you're a Tech student and opening a new account, renewing an old one, or you now have an active account, you will receive, without charge, special "Tech-Checks" printed with the school insignia, as well as your name, and Tech address.



Through the years, thousands of Tech students have accepted the invitation to make the First National their bank away from home . . . by using the First lobby as their downtown meeting place, and taking advantage of the many modern banking facilities and services of the First National.

Lubbock's Oldest & Largest Bank
Friendly • Progressive • Convenient





Raiders Enter SWC Against Texas A&M

The waiting is over . . . after four years of being a "team without a conference," the Texas Tech Red Raider footballers hit the Southwest Conference grid trail this fall.

September 24 is the date to remember. The Raiders will invade College Station for their first official conference game against Texas A&M at 7:30 p.m.

spite All-American E. J. Holub, the Red Raiders will be the doormats of the conference this year. However, desire, the challenge of their new conference, and a good crop of sophomores, led by full-back Coolidge Hunt, could enable the Raiders to become the "Cinderella" team of the conference.

Coach DeWitt Weaver, in his tenth year at Tech, has a record

TEXAS TECH 1960 FOOTBALL SCHEDULE

Sept. 17	West Texas State	Lubbock (N)
Sept. 24	Texas A&M	College Station (N)
Oct. 1	Texas	Austin (N)
Oct. 8	Texas Christian	Fort Worth (N)
Oct. 15	Baylor	Lubbock (N)
Oct. 22	Southern Methodist	Lubbock
	(Homecoming)	
Oct. 29	Rice University	Houston
Nov. 5	Tulane (Dad's Day)	Lubbock
Nov. 12	Wyoming (Band Day)	Lubbock
Nov. 19	Arkansas	Lubbock

(N)—7:30 P. M. All others 2 P. M.

The Raiders, with 21 lettermen—seven of whom were starters—returning, will face each of the seven other SWC teams before their grueling schedule is completed.

Newly-enlarged Jones Stadium is the site of the season's first game, Sept. 17. The traditional rival, West Texas State will provide opposition. The rivalry dates back to 1925, Tech's first year in football. Tech won that first game and has continued their winning ways since. Overall the Raiders have a 17-16 edge in the series.

Most experts agree that de-

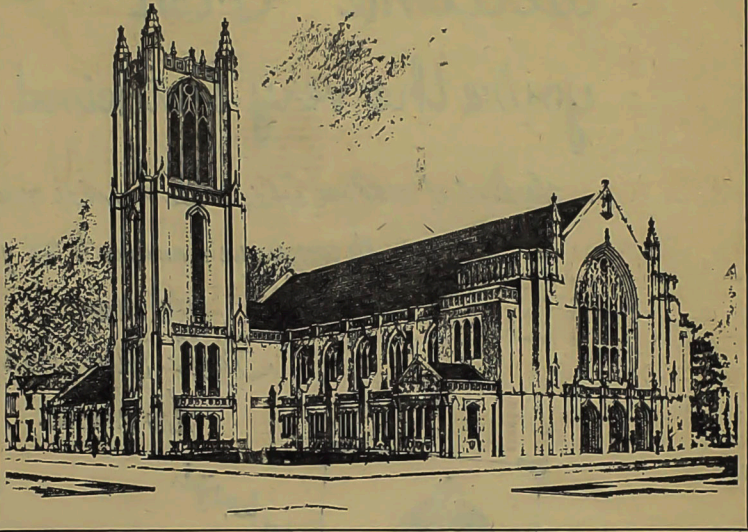
and a reputation for being able to build a team. In 1951, his first year as Raider coach, he turned a 3-8 record in 1950 into a Sun Bowl championship.

Last year, though the Raiders won only four of ten games, they threw a scare into several teams, and only once were beaten by more than ten points.

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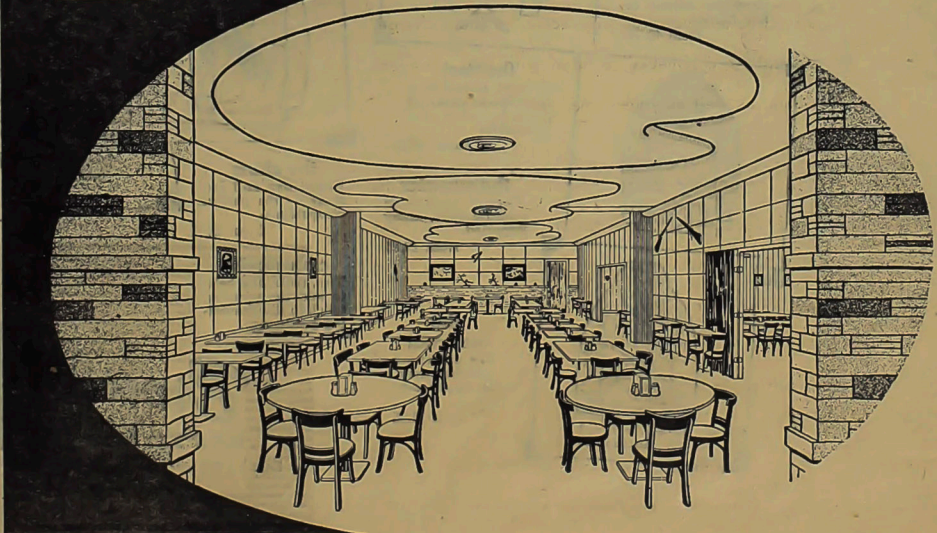
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Dorm Life Encourages Group Participation

Tech's residence halls have kept pace with the college's fast-moving growth.

The city of Lubbock was built without the large rooming and boarding houses common to many college towns. So, it has been the college's responsibility to provide housing accommodations for the increasing student body. Because of this, 13 residence halls have been built on campus, eight men's and five women's. They house approximately 4,500 students.

Living in a residence hall is not exactly like living at home, but it

can be just as much fun. The best rule for getting along is to practice the same ideals and courtesies as those at home. Wing advisers in the men's residence halls, and legislators and graduate assistants in the women's dormitories make it easier to learn the system.

Each residence hall has its own house organization, and a keen, but friendly, rivalry exists between the different groups to make their dormitory the best place in which to live.

Residence hall life at Tech is

considered to be an integral part of an educational experience. Group living is an important part of college life. It helps to develop the ability to get along with people, meet and adjust to new situations, and learn other human relations skills necessary to operate in our society. It helps to broaden experience by providing opportunities for applying to life in a practical way some of the principles learned in the classroom.

According to Lewis N. Jones, dean of men, of the eight men's halls, five of them are named. The oldest residence hall, West Hall, was named in 1935 for the late J.

M. West, a former board member on the first board of directors. West Hall, as all the other men's dormitories, holds no segregation to classes. Freshmen and upperclassmen alike room as neighbors. However, approximately 1/3 of the dorm is occupied by those men with athletic scholarships.

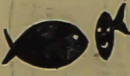
Dean Jones added that the men's halls 5, 6, 7 and 8 will remain numbered until a committee on the Board of Directors sees fit to name them.

"Doak Hall is the oldest of the women's residence halls and was named in 1933 for the late Mrs. Mary Doak Wilson, the first Dean of Women," stated Dorothy Gar-

ner, acting Dean of Women. This upperclassman dorm houses 320 students, she continued.

"Drane Hall, named in 1939 for the late Mrs. G. N. Drane, the first acting president of the college, is a freshman dorm housing 316 girls," Dean Garner said. Horn Hall and Knapp Hall were both named in 1949. Horn for Dr. Paul Whitfield Horn, the first college president, and Knapp for Dr. Bradford Knapp, the second college president.

Knapp Hall is a freshman dorm housing 341 girls. Horn Hall is the only women's dormitory that has no class segregation. Horn Hall houses 341 students.

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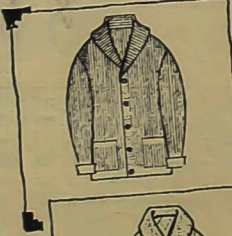
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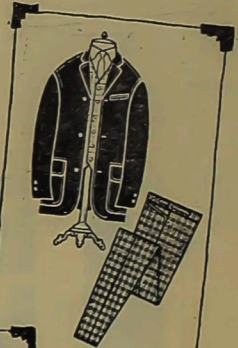


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