

Campus Viewpoints

"The AAUP has voted consistently and unanimously in favor of Texas State University and just this fall we sent each member of the Board a statement that was diametrically opposed — diametrically opposed—to Texas Tech University. "I don't understand it. You keep telling them two plus two is four and they keep saying five. "We didn't like to think it was true, but we had heard all week that they might do something like this when the UD was not printing, the students were busy with exams and professors were out of town."

Dr. Harold Simpson, president Tech chapter, American Association of University Professors

"I think the position of the Faculty Council would reflect what the majority has held all the way along — and Texas Tech isn't it. "The faculty has voted consistently against Texas Tech University and Texas Technological University for years. I anticipate we will have a meeting soon, but beyond that I don't know what we will do."

Dr. Paul Prior, president, Faculty Council

"I think you presented my point of view when you lifted my letter from the ex-students magazine. I am glad the Board adopted a name and I hope we can all get behind it and work to make Tech a real university. I am happy it is settled from the Board's point of view."

Dr. John Bradford, dean of the School of Engineering, president of Lubbock Chamber of Commerce

Unless conditions have dramatically changed without our knowledge, the action taken by the Board does not come any closer to reflecting the majority of this student body's opinion than the same action did four years ago. This student association will oppose the adoption of the name 'Texas Tech University' with every resource at its command.

DURING THE COURSE of the next several months, there will be much debate, often very heated, concerning a proper name for this institution. We can all agree that it is a university. We can all agree it is in Texas. It would seem evident to all reasonable men that we could all agree that this institution is at least something more than a "Tech" (whatever a "Tech" might be.) Unfortunately, we can not agree.

The Student Association and interested friends in many parts of the state will now seek to make it evident to the state legislature of Texas what we have failed to make evident to them who serve on the Board of Directors of our institution. That being that "Tech" is, to say the least, a very poor description of the academic enterprise which exists on this campus today. We will be successful.

THE SAME NAME was proposed to the Texas State Legislature four years ago by our Board of Directors. This student body fought the proposed name in the legislature then as it must now. Eventually, perhaps, the individuals who are charged with the responsibility of governing the educational system of the state of Texas and this campus in particular, will awaken to an understanding that the people they are supposed to serve, in the state of Texas and on this campus, will not be deceived or compromised by actions which insult their intelligence and have the ultimate effect of belittling their endeavors.

The battle which is to come will demand the cooperation and the active energy of every concerned student. The influence of this student body will be felt and this name proposed by the Board will be defeated, hopefully never to rise again.

Mike Riddle, president, Student Association

As I finished my exams Saturday morning, I was immediately informed about the "big news" — that the Board had unanimously endorsed Texas Tech University as its name-change proposal. At first the only emotion I felt was anger, a sick feeling in the pit of my stomach. Then I was overcome by utter disbelief — disbelief that the "Big Nine" could act in total disregard for the wishes of the majority of students, faculty and ex-students.

Of course, the circumstances surrounding the decision made it even harder to take: the fact that the called meeting was scheduled during finals when students are understandably preoccupied with exams when the University Daily has ceased publication and after the Board had assured everyone that no name-change action would be taken. The preplanned railroad was obvious.

And the Board wonders why students and minority groups resort to demonstrations, boycotts, and militant action; the name-change issue is a perfect example of employing peaceful and constructive means to voice an opinion, only to have all efforts totally unheeded. But my purpose is not to make the Board look tyrannical or ignorant; anyone who reads the asinine statements of some of the directors from Saturday's meeting can decide that for himself. Our problem now is where do we go from here?

The short vacation between semesters will give (Continued on page 2)

'Texas State' not fresh; athletics undergoing study

Students influence athletics

The Tech Board of Directors Saturday returned "for review" an Athletic Council recommendation to extend for another five years and with a \$2,000 increase the contracts for the Tech head football coach and athletic director.

The rejection of the Athletic Council recommendation followed a quiet student protest of the council's action. J. T. King, head coach, and Polk Robinson, athletic director, are currently beginning the fourth year of five-year contracts awarded them after Tech's Gator Bowl appearance in 1965.

"THE BOARD, the administration and the Athletic Council are engaged in reviewing the athletic programs of Texas Tech," Dr. Grover E. Murray, Tech president, said Saturday in a prepared statement.

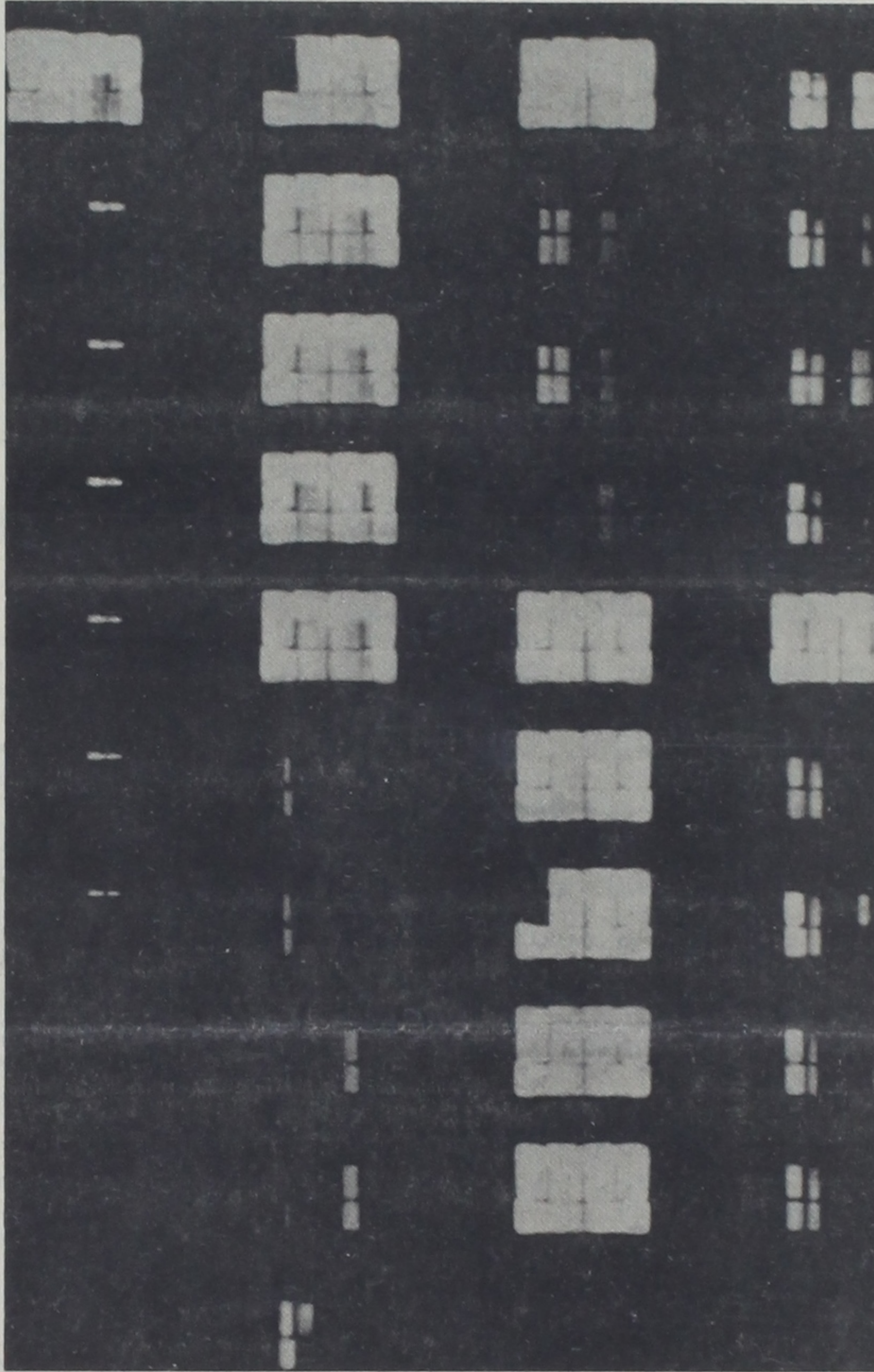
"I expect the work of these groups to be completed in the near future." An Athletic Council meeting, scheduled for next Saturday, is expected to be rescheduled for earlier this week at Murray's request. The next Board meeting is scheduled for Feb. 7 and 8.

THE ATHLETIC COUNCIL voted in early December to extend King's and Robinson's contracts. When word of the decision leaked out, 10 students appealed to Student Association President Mike Riddle, one of the two student representatives on the council, to reconsider.

The 10 students included two football players and presidents or representatives of eight influential student organizations. Riddle then appealed to the council to reconvene and reconsider its recommendation.

MEMBERS OF THE council were polled and voted 5-4 not to reconvene. The recommendation was submitted to Murray for presentation to the Board. Riddle and one of the football players had a conference with Murray in attempt to stop the recommendation at a higher level.

The proposal was discussed by the Board during Friday committee meetings, was returned, and now rests back in the hands of the Athletic Council.



DOUBLE T POWER—Tech's new Business Administration Building, near completion, was lighted up to form a Double T last week. The Tech Board of Directors voted Saturday for a name that will keep intact the famous Tech Double T. (Staff photo by Milton Adams)

Board cites success of MIT, Cal Tech

By BILL SEYLE Editor

Members of the Tech Board of Directors, in attempting Saturday to explain their decision to submit Texas Tech University to the Legislature, as a new name for Texas Technological College said Texas State University was not a "fresh" name.

"There are already 13 schools with the name 'State,'" Harold Hinn said, "Texas State University would not be a fresh enough name to appeal to prospective students."

The Board also expressed the idea that a name is not so important, rather the important thing is the reputation a school makes for itself. They mentioned that MIT and Cal Tech are respected schools.

THE NAME-CHANGE for Texas Technological College came up under item 10 on the agenda, "Other matters."

After all the business on the agenda had been acted on, Board Chairman Retha Martin asked if there were anything else to discuss.

Roy Furr said the name-change needed action and he suggested, in the spirit of compromise, Texas University of Arts, Sciences and Technology. His motion died for lack of a second.

Dr. Fladger Tannery said though he was not a Tech graduate, he had attended the first football game at Tech, and there was "a lot to be said for keeping the Double T. I like it personally."

TANNERY WANTED the word university in the name. He thought Tech was rather slangy but Technological "would not limit it to a technical school at all."

He therefore introduced Texas Technological University as a name that offered the "proper degree of sophistication." His motion died for lack of a second.

Then Marshall Formby suggested Texas Tech University, C. A. Cash seconded the motion, and the Board passed it unanimously.

Martin then called on Student Association President Mike Riddle to make a statement.

RIDDLE SAID THE students' position was the same as it had always been—they felt Texas Tech University was no better than Texas Technological College. He promised to fight the adoption of the name by the Texas Legislature.

The Board meeting drew an attendance much larger than usual. Folding chairs were set up around the perimeter of the room to accommodate Student Sens. Mike Ligon, Jim Gilbreath, Vic Ward, Wes Wallace, Robert Mansker, Allan Soffar, David Sanders and Pete Kyle.

Student Action Organization member Arthur Yarish, State Rep. R. B. (Mac) McAllister and Name-Change News editor Tom Burtis were also present.

The student senators distributed the Texas State University Resolution, passed by the Student Senate Nov. 19. The resolution states: "That the Texas Technological College Student Senate respectfully urges the Board of Directors of Texas Technological College to act immediately, without further delay for negotiations with the faculty, student body, and ex-students, in order to change the name of the institution to 'Texas State University,' that name clearly favored by a majority of each interested group."

By presidents, editors, students

Change pushed since '58

(Editor's note: The following story of two editors and is finally being printed by a third editor. The following note was attached to

the story: "This was written in anticipation of action by Board of Directors at 4-20-68 meeting, but as usual nothing happened. Snyder"

The note was written by 1966-1968 editor David Snyder. The following editor's note is Snyder's.

Editor's note: The first part of this article dealing with the history of the name-change issue was taken from the Oct. 10, 1963, issue of The Daily Toreador. It was written by Bronson Havard, 1964-65 Toreador editor and a principal proponent of the name-change.)

The files of the Daily Toreador reveal early discussion of a name change in 1958. The issue was becoming more pronounced by June 4, 1959, when Dr. E. N. Jones made a speech on his retirement as the sixth president of the college.

HE SAID, "My fondest dream is to see Texas Tech continue to move along the path it is now following toward becoming a university in the full and complete sense of that term."

One of the first shots in the battle was fired on Oct. 1, 1959, when the student newspaper, The Toreador, editorially supported a name-change.

Then on Oct. 13, 1959, the acting president of the college, Dr. R. C. Goodwin, issued a call for changing Tech's name to denote university status. The news story said "Dr. R. C. Goodwin added his name to that of other prominent persons connected with Texas Tech who have favored such a move."

OCT. 26, 1961, when a well known sports editor who became editor of the Toreador was entering a second term of office. He changed from a conservative position as editor in 1960 to a progressive position. Ralph W. Carpenter (now Tech's sports infor-

mation director), re-opened the campaign to get a more appropriate school name.

The issue was up again. During the entire school year 1961-62 the name change was the predominant controversy. A climax was reached on March 8, 1962 when Techsians by the thousands (5,321) went to the polls to vote 5 to 1 in favor of a name change.

Fourteen days later they again went to the polls and selected Texas State University as their preference over three other names. The others were Texas State University of Arts, Sciences and Technology; Texas Tech University and Texas Technological University. The last name received very few votes.

IN LATE January 1963, Dr. Goodwin was in Austin fighting for acceptance of Tech's budget. He told the state lawmakers "We are not a university in name, but we are one in fact."

A shocking event occurred in February 1963. Before millions of television viewers, four of Tech's finest quiz masters publicly apologized for the school's name on the "National College Bowl."

The name change campaign in the spring of 1963 barely got off the ground because "it was a bad year" according to many people. The Student

(Continued on page 3)

KTXT on air

Radio Station KTXT-FM will abandon its break for finals and return to the air today at 6 p.m. in reaction to the Board of Director's name-change decision Saturday.

Tentative plans call for music and documentation of the issue from 6-7 p.m. Wes Wallace will have a discussion program beginning at 7 p.m.



CONTRACTS IN LIMBO—Polk Robinson, left, Tech athletic director, and J. T. King, head coach, await a review of their recommended contract extensions by the Athletic

Council. The athletic programs are also being studied by the Board of Directors, the administration and the Athletic Council.

Here's more about

# Campus Viewpoint

(Continued from page 1)

us all the chance to write our state senators and representatives to make our opposition known. Talk up the situation while at home, and urge parents, friends, and ex-students to join us in our efforts to stop "Texas Tech University" in the legislature.

After all, I don't want anyone asking me, "What is a Tech?"

Rita Williams, secretary Student Association

The action by the Board of Directors points up many sad facets of our technological system. I find the saddest sideline to the major issue of the name-change is the blatant way the Board misused the student and faculty intelligence and trust.

I am speaking of the intelligence we are supposedly allowed to demonstrate in a representative and democratic nation. I am also speaking of the trust we give to a few select individuals to properly manage and promote the growth of our university.

It doesn't seem too unfair to ask this simple gesture in return, but I must surmise that it is.

WHETHER THE FATE of the name-change will be resolved

in the Legislature as Texas Tech University of course remains a looming question at this point. The many students and faculty and ex-students who have worked, pushed and heralded the name of Texas State, must feel a certain sense of embarrassment and emptiness after the classic engineering of the Board.

After all, the referendums, polls and representative surveys were ignored and this tends to make one feel that one's efforts fall on deaf ears, as they must have done.

What now? We can let the Legislature pass the resolution, or we can fight for what we sincerely believe. The uphill battle began last Saturday, but I

strangely feel it can be defeated in the Legislature. It has been before.

So we accept your challenge Board, and we are out to kill your resolution and maybe some of the sad undertones that accompany it.

Hank McCreight, vice president Student Association

## Name-change difficult when tradition enters consideration

By DR. KLINE NALL  
Chairman, freshman English

Years ago a business began under the name "Sweet Potato Store." Because its organizers believed sweet potatoes were the most important product of the area, they thought the store would sell only sweet potatoes. From the beginning, however, the store handled many other foods -- and relatively few potatoes. But changing the name was a problem.

This business, you see, belongs to all citizens of the state -- customers, employees, and it is hard to get somebody to do everybody's work. So the name stuck, though it was almost immediately shortened to

"Tater." That was easy to say, and not many had trouble spelling it. But admittedly it was misleading to anybody who, for instance, wanted to buy beefsteak.

CLERKS AND employees and customers were embarrassed that the name so inadequately described the store. "Potato" and "Tater" didn't attract business; customers, indeed, came in spite of the name and nickname. A steady insistence built up that the name be changed.

But "Tater" had a seasonal item which became tremendously popular -- the Tater Crunchers. People would travel hundreds of miles just for a taste. True, the item was never

a staple; but a hard core of Tater-Crunchers-lovers, more interested in the sideline than in profits for the store, insisted "For the sake of the Tater Crunchers we just gotta keep 'Tater' in the name."

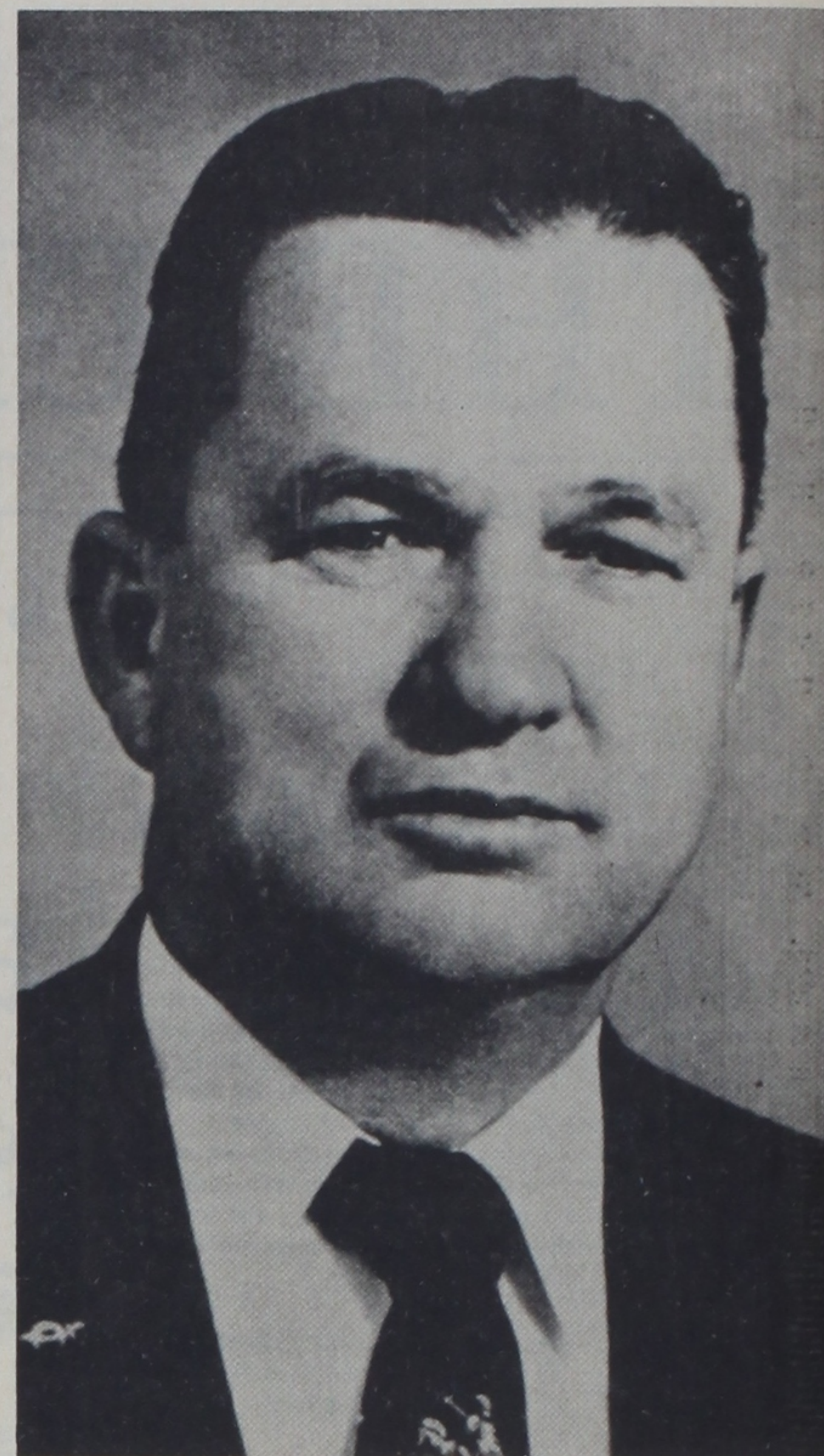
Not wishing to offend anyone, the managers delayed the much-needed change. Discussion continued; evidence of need for a suitable name piled up; more and more of the clerks, the employees, and the customers insisted upon "Good Foods Supermarket."

And then, incredibly, going contrary to all the evidence, the managers announced that they would ask the representatives - of - all - the - owners to change the official name to -- yes, to SWEET TATER SUPERMARKET.



"TU of A,S&T"--Roy Furr ...

Furr, left, suggested Texas University of Arts, Sciences and Technology Saturday but his motion died for lack of a second.



"Certainly not, TTU"--Marshall Formby

Formby suggested Texas Tech University and his motion was approved unanimously.

## "Semester's Over?"

Don't throw those textbooks away. Bring them to us and we will give you CASH for them.

Come see us at Book & Stat

302 JAN 69 M.P. 44

**Book & Stationery Center**  
1103 UNIVERSITY

# Editorials consistently nix Tech

The Tech student newspaper, which has progressed through three names in the past 10 years, has been a constant advocate of a name-change for the school.

Editors of The Texas Technological College Toreador, The Daily Toreador and The University Daily have campaigned for various names during the period, but they always have sought to eliminate "Technological" or "Tech" from a prominent position in the name.

Examples of past editors' sentiment are:

"WHEN ADM. RICKOVER speaks at Tech, he will subject the school to much favorable national recognition and publicity.

"But it will take countless football teams and several million dollar libraries to enable students to live down the school's name.

"It's time for students, faculty and administration to ascend from their haunches and get the name of this school changed--tradition and Double T be damned.

"Tech graduates no longer should have to suffer because of the narrow connotation of Texas Technological College--especially after studying university level courses for four or five years. . . .

"THE NAME THAT seems to be getting the widest consideration in the most important circles is Texas State University--a logical choice.

"State for state, where there is more than one university, it seems to be a tendency that there is a 'university' and then a 'state' university. Hence the University of Oklahoma and Oklahoma State University, Ohio University and Ohio State University. And in Louisiana, LSU -- the 'S' for State -- exists without a 'university' of Louisiana.

"This appears to be the logical choice and seems to meet current needs best."

— Tom Schmidt, Fall 1959

"WE OF THE Toreador now present our last plea for the justified 'university' status. The time for discussion and bickering is past, the time for action is at hand.

"The decision for change may cause some controversy. But all controversy cannot be avoided on decisions of consequence. Controversy will not destroy us.

"Gentlemen of the Board, we ask you to move on this vital issue in either your May 27 meeting or at your earliest convenience. The college awaits your action."

— signed by six staff members, spring, 1961

"NOW . . . WE ARE given four choices, two of which would be no better, and perhaps worse, than our present inappropriate title.

"Texas Tech University, and the more 'Intellectual' Texas Technological University, are almost too ludicrous to discuss, if it weren't for the high number of votes they polled in the last election.

"In the first place, there is no such word as 'Tech.' To think of having in our official name a word that does not even exist is too humiliating to contemplate. And to think that this non-existent title was suggested by the Executive Board of the Ex-Students is even worse.

"Texas Technological College is a misnomer. It should be changed. But it must be a meaningful change.

"It's better to stay a misnomer, than to become a laughing-stock!"

— signed by The Toreador staff, spring, 1962

"A RECENT ARTICLE in area papers noted the current attempt by West Texas State College to seek university status.

"Like North Texas State, our northern neighbor will probably get its application okayed and thus go down in the books as a full-fledged university.

"Meanwhile, where does this leave Texas Tech?

"It leaves us sitting right behind the Double T, just where we have always been. . . .

"The confident rumor has also been floating around that if Texas Tech were to attain university status within the next 10 years, it would come during this session of the Texas Legislature.

"If that's so, it looks like it will be 1974 before Tech reaches university status. . . .

"LAST SPRING, a poll showed Texas State University the top choice of the student body--the ones who should have the main say. Yet the ex-students, whose main objection sometimes seems that their sheepskins won't have the new name of them, have protested loudly and stubbornly enough to the extent that no proposed change has even come up before the Tech Board of Directors.

"It's time for a little more power in the hands of the student body. It's time the students had a voice on campus."

— Charles Richards, spring, 1963

"TRADITIONS ARE such that I can find no reason for not keeping the name Texas Technological," (Board Chairman Manuel DeBusk) said.

"We commend DeBusk for taking a definite stand on the issue. But The Daily Toreador believes the name the board chairman favors only solves half the problem.

"The battle for a name change has been a long hard one. And this positive stand by the board chairman ends the complacency which has existed over the issue. . . .

"BUT IT IS . . . obvious that we are not a technological university, but a liberal arts university. The Daily Toreador feels if the word 'technological' is retained in the title, only half the purpose of the name change will be achieved. . . .

"Even if 'Technological' were shortened to 'Tech,' part of the problem could be solved. 'Texas Tech University' would convey the true status of our

school much better than the name DeBusk advocates.

"But still, the word 'Tech' in the title would cast a false reflection on our school. If we were a technological university, then this should be the label. But we are not.

The Daily Toreador feels that when a name change is made--and one is coming -- all the problem should be solved, not just part of it."

— Gayle Machen, fall, 1963

"AT A SCHOOL of this size, the Board of Directors must, of necessity, assume a great amount of responsibility and the power that must go with this responsibility to implement it.

"For the most part, they must make decisions on matters which students and faculty have neither the time nor the knowledge on which to base and state an opinion.

"But the name-change issue is one which has received a great deal of attention the better part of five years. There have been two student referendums on the issue and both turned out the same way. Both favored the adoption of Texas State University as a new name for the school. . . .

"If a bill ever comes before the Texas Legislature on the matter, the Board will undoubtedly have a great advantage.

"There is only one way to fight the Board's name proposal and that is for students, faculty and interested ex-students to stick together."

— Bronson Havard, fall, 1964

"IN OUR OPINION, the most unpopular decision, other than Texas Technological University, would be no decision. Either way, the university would be left with an embarrassing, inappropriate and damaging misnomer.

"More than 10 years of bickering, controversy and indecision can be ended with one vote Saturday. We hope the Board doesn't pass it by."

— David Snyder, spring, 1963

SAVE 10% to 50% on Nationally Advertised Merchandise We have a Complete Stock of All Sizes in

- SUITS
- SPORT COATS
- SWEATERS
- SHOES
- OUTERWEAR
- DRESS PANTS
- SHIRTS

We Honor BankAmericards

Three Ways to Buy: Revolving - Budget - Charge

Doms



2420 Broadway

PO3-8516

"REQUEST CINEMA"

Love without meaning... murder without guilt... all the dazzle and madness of London Today!

Antonioni's **BLOW-UP** At 2:00 & 9:30

Vanessa Redgrave  
David Hemmings - Sarah Miles

Plus . . . Graham Greene's steamy drama of love and politics in tropical Haiti! at 4:00 & 7:15

ELIZABETH TAYLOR RICHARD BURTON

"The Comedians"

762-9413

Monday And Tuesday Only?

CONTINENTAL Cinema

# Editorials

## Board alienates concerned students

It has been said the Tech Board of Directors understands two things—money and football. Saturday's actions indicate some truth in that statement.

It seems reasonable that the Board of Directors of a university would not ignore student and faculty voice in making decisions of an academic nature. Yet Saturday's name-change decision was a slap in the face to students and faculty.

We question the Board's method of effecting the change on several counts:

— The timing. Though members of the administration expressed to us the belief that the time was purely coincidental, it is hard to believe.

Crucial housing decisions were announced and put into effect at final time last January and last May. This is the third final period in succession that a controversial announcement has been made when students had little chance to respond.

The meeting, originally scheduled for December was postponed until Saturday. If the meeting had to be reset, it was certainly reset at a propitious time for the Board.

— The contrived meeting. Saturday's meeting was a sham. Board meetings are merely public displays, because all the decisions are made Friday in committee meetings. This meeting was doubly repugnant, however, because they tried to disguise their play by introducing false motions.

In a year's experience of covering Board meetings, we have never seen a motion die for the lack of a second. There have been few instances in which the vote has not been unanimous. Yet two names were introduced Saturday, merely for a public show, dying for lack of a second. Then they went through the motions of voting unanimously in

favor of Texas Tech University as though it had never been discussed before.

— Attempted camouflage. Everyone claimed right up until game time he did not know whether the name-change would come up or not.

In our year's experience covering Board meetings we have never seen R. B. McAlister, or any state legislator, at a Board meeting. Wayne James is an infrequent visitor to Board meetings. They seldom draw radio coverage or television cameras.

Yet all were present Saturday. Could it have been because of the athletic contracts?

— Approach to student unrest. The Board was quick to applaud Dr. Grover E. Murray, Tech president, in June when he took his firm stand against student violence.

Then it acts in such a way to as to totally alienate the concerned student. Students who have sought a name-change for so long were treated first to repeated delay and then to total neglect.

Tech student Arthur Yarish claims his attempts to address the Board or to have a post-meeting 5-minute conference with Chairman Retha Martin were dismissed for such reasons as his request was highly irregular, he had not gone through proper channels, his organization (Student Action Organization) was not recognized and the Board could not afford to listen to 19,000 students.

Martin ended the meeting by expressing his regret that this would be the last meeting for three members, whose terms were expiring, because it had been such a "strong" Board.

John Fletcher, Graham senior, offered the best analysis of Martin's statement. "I think rigid is the word," he said.

## Board selects wrong name

When discussing the name-change, Dr. Fladger Tannery referred to "the proper degree of sophistication" in a name, thereby disqualifying himself as a student of the name-change issue.

As long as Tannery has been on the board, students and faculty have been working for a name that is representative, not sophisticated. We are not sure what constitutes sophistication in a name, but we can judge how well a name represents what a school is.

In selecting Texas Tech University, the Board of Directors has selected a name not just unrepresentative, but misrepresentative.

The Board created a name that includes a non-existent word (Tech) and then compounded the act by listing that as the name's strong point. Though the argument was not used Saturday, the rationalization for this name used in the past has been that since Tech is not a word, one can mistake the school for a technical school.

Such reasoning parallels the foggy reasoning used by the Board in opposition to Texas State University -- that State just is not fresh enough a name to interest people.

The action taken by the Board is indirect conflict with the position taken by student leaders and student newspaper for the past 10 years, the Faculty Council, the Tech chapter of the American Association of University Professors and a scientific and valid poll conducted last year.

In the poll, ex-students, students, and faculty rated six proposed names either advantage, neutral or disadvantage compared to the present name. The following percentages of each group rated Texas State University as an advantage: ex-students, 52.8; students, 64.9; faculty, 88.4.

The following percentages of each group rated Texas Tech University as an advantage: ex-students, 52.2; students, 55.4; faculty 22.2.

Texas State had an overpowering edge among the faculty, a clear-cut edge among students and a slight edge among ex-students. However the Board of Directors said it could not understand the report submitted by the Joint Name - Change Committee, conductors of the poll.

Besides acting contrary to the will of those most directly involved with the school, the Board has recommended the same name that could not get the approval of the Legislature two sessions ago.

It defies all logic to call a school Texas Tech University when its largest schools are Arts and Sciences and Business Administration, it has schools of Home Economics, Agriculture, Education, Law and is being considered for a medical school.

A record number of students attended Saturday's Board meeting in the hopes of witnessing the birth of a new name, only to be handed Rosemarie's Baby. Now we are expected to embrace it . . . fat chance.

### Here's more about

## 11-year controversy culminates

(Continued from Page 1)

Council was not yet strong enough for a fight.

Then in October, 1963, Manuel DeBusk, chairman of the Board of Directors, told a group of Tech exes he would recommend the name Texas Technological University to the university's Board of Directors at its November meeting. The statement prompted an "Extra" by the Daily Toreador, the first printed since 1956 when Tech was admitted to the Southwest Conference. The Toreador vigorously opposed the recommendation.

On the heels of DeBusk's announcement, the FAC and Student Council came out in opposition of the proposed name.

SHORTLY THEREAFTER, another all-school vote was conducted on the issue. On Nov. 20, 1963, 6,404 students voted on the issue out of a total enrollment of 11,700.

Texas State University polled 54.37 per cent of the vote, compared to Texas Tech University in second place with 22.17 per cent of the vote. Miscellaneous names received the remaining vote.

Largely due to opposition from both the faculty and student body, the Board of Directors postponed a decision in November and scheduled an open hearing on the issue in December. Thirteen persons representing different organizations presented their opinions at the meeting. Letters to the editor of the Toreador charged that the hearing was a "mockery" and a "farce."

After all the talking was over, the Board voted unanimously on Feb. 15, 1964 to recommend the name Texas Tech University. "The Board decision has now been made. We believe it to be in the best interest of our school. Let us now turn to other matters and work for Texas Tech University," DeBusk said at the Board meeting.

"THERE IS little reason the legislature will not stamp its approval on the name the Board suggests," The Daily Toreador dejectedly editorialized. But the issue proved to be far from over.

On April 10 the first student demonstration concerning the name-change was held, and it proved to primarily be an anti-Texas Tech University and anti-DeBusk demonstration sparked by rumors that DeBusk was going to appoint himself president of Tech. More than 750 students attended.

Less than a month later, the Joint Name-Change Committee was organized with 1933 Tech graduate Russell Bean of Lubbock as chairman. He said the

committee was organized "to oppose the inappropriate and injurious name 'Texas Tech University' and to work for the best name for the university." The committee distributed pamphlets and enlisted faculty members, students and ex-students for a "steering committee."

DEBUSK TOLD the committee in a letter that he felt that "persons employed by Texas Technological College should abide by the decision of the Governing Board of that institution."

The issue raged hot in the fall semester of 1964, with the Joint Name-Change Committee leading the fight against the Board's recommendation. At its December meeting, the Board rejected a compromise proposal for "Texas Technological College and State University" by the JNCC. It had said it would disband if the Board would accept the compromise.

Sen. H. J. Blanchard of Lubbock introduced a bill into the legislature on Jan. 25, 1965, re-naming the university "Texas Tech University." Similar legislation was introduced in the House by Rep. Delwin Jones of Lubbock. Rep. Reed Quilliam of Lubbock opposed the bill, saying he could not support a name "which is both ungrammatical and embraces only a fraction of it (Tech's) everwidening curriculum."

TWO DAYS later, Gov. John Connally proposed a contro-

versial three-systems re-organization of the state's higher education, placing Tech in a system headed by Texas A&M University.

The proposal drew immediate adverse reaction on campus, including a Student Council public forum attended by more than 600 students. Tech President Goodwin opposed the plan. Blanchard and Lubbock Rep. Bill Parsley, now Tech's vice president for development, both said they would oppose the plan.

Tech's name-change became lost in the concerted fight against Connally's super system, and the legislature adjourned with the Tech name-change bill never making it out of committee.

The 1965-66 school year was relatively quiet concerning the name-change, as it was a non-legislative year. Upon being named president of Tech in February 1966, Dr. Grover E. Murray said a name-change was "warranted and justified" but he declined to mention any specific names.

THE 1966-67 school year was relatively quiet until April of 1967, with the attitude prior to that being "don't stir the issue up again and maybe something will be done." Then in April, midway in the legislative session, Board chairman Roy Furr announced a five-man committee to study the name issue. He said unanimous approval of a name by the committee would be necessary for the Board to make a recom-

mendation, but expressed hope that a recommendation could be made during that 1967 legislative session.

The Student Senate which replaced the old Student Council after a reorganization of student government in the spring of 1966 called a student referendum, the fourth on the issue, for April 28.

The name Texas State University received a 3 to 1 majority as student's first choice.

THE COMMITTEE met the following week and was unable to make a recommendation, killing the issue for that legislative session.

The inaction sparked five student demonstrations within eight days, the last of which was sanctioned by the Student Senate. More than 800 students participated in the largest. One Saturday afternoon demonstration involving 600 students and faculty marched through downtown Lubbock.

### Quick Snacks



BY CLAUDE BROOKS

Teenage girl we know developed an entirely new personality the other day - but her father made her wash it off.

Admiration: a man's recognition of someone else's resemblance to him.

It's hard to live within an income - - and even harder to live without it.

We know a shoe salesman who has one real tough customer - - her feet are killing him.

Fellow we know is the most popular guy in town - he never lets your joke remind him of one he knows.

We're popular for thick milkshakes at Lucky Bird Drive In 2402 4th St.



## Something New

from Clydes

Here's something just SLIGHTLY DIFFERENT for the man who wants to be just SLIGHTLY SHARPER than the next guy. In this coat he CAN DO it without being conspicuous. You'll find the high center vent, and shaped sides to be welcome changes in your wardrobe. (as for the mustach--you'll have to take care of that yourself)

At Clydes \$60.00

# Clyde Campbell

MAIN AT UNIVERSITY

### AUTOMOTIVE TUNE-UP TALK



#### "THE VOLTAGE REGULATOR"

Do you know how a voltage regulator operates?

It operates much in the same manner as a cut-out relay. It is one form of magnetic switch which opens and closes magnetically.

The voltage regulator is a current limiter. It prevents generator output from increasing beyond the rated output.

Years ago a generator had it easy. It supplied current for only lights and ignition. And it restored to the battery the current used in cranking. Then came heaters, de-

frosters, radios, and other electrical accessories. Plus more powerful lights; and thus the voltage regulator became a necessity.

When high output is needed, the generator output must be reduced.

#### ALL WORK GUARANTEED

What are some of the services ED HALL TUNE-UP AND ELECTRIC offer you? We are authorized to service starters, generators, alternators, voltage regulators, brakes, mufflers, and shocks. Come in today. ED HALL TUNE-UP AND ELECTRIC, 1940 Texas Ave., SH4-8900. Open Mon. thru Fri. 7:30 to 5:30 and Sat. 7:30 to 12.



2422 BROADWAY

# FINAL REDUCTIONS

<p>One Group <b>SPORT COATS</b> Were to \$50 <b>\$16<sup>95</sup></b></p>	<p>One Group <b>CASUAL SLACKS</b> Were to \$10 <b>\$2<sup>99</sup></b></p>	<p>Entire Stock of <b>SWEATERS</b> <b>60% Off</b> Example: Were \$20... Now... <b>\$8<sup>00</sup></b></p>	<p>One Group <b>TIES</b> Were to \$5 <b>59<sup>c</sup></b></p>
---	--	--	--

- SUITS** .....  $\frac{1}{2}$  Price
- SPORT COATS** .....  $\frac{1}{2}$  Price
- SLACKS** .....  $\frac{1}{2}$  Price
- SLACKS** .....  $\frac{1}{2}$  Price
- DRESS SHIRTS** ...  $\frac{1}{2}$  Price
- SHOES** .....  $\frac{1}{2}$  Price
- TIES** .....  $\frac{1}{2}$  Price
- BELTS** .....  $\frac{1}{2}$  Price

<p>ALL <b>TURTLE-NECKS</b> Were to \$10 <b>\$2<sup>99</sup></b></p>	<p>One Group <b>SPORT SHIRTS</b> <b>60% Off</b></p>	<p>ALL <b>CAR COATS</b> and All Weather <b>COATS</b> <b>60% Off</b></p>	<p>One Group <b>DRESS SHIRTS</b> <b>60% Off</b></p>
---	---	---	---



STUFF NOT ENOUGH—Defensive plays like this could not provide the edge for the light-shirted Boys Club team in Saturday night's game in Memorial Coliseum. The team in the dark shirts won the game, 1-0, on a pressure free throw. Tech won the main event over Angelo State, 95-80. (Staff photo by Milton Adams)

# FINAL REDUCTIONS

- Leather Boots - values to \$40 -  $\frac{1}{2}$  price
- 1 group Casual Flats - values to \$17-\$4.88
- 1 group Casual Heels - values to \$23-\$7.88
- 1 group Dress Heels - values to \$20-\$4.88
- Loafers - Reg, \$15 - now \$8.88
- Handbags -  $\frac{1}{2}$  price

Last few days - Hurry



1315 University PO 5-7574