Vol. 37

Lubbock, Texas, September 12, 1961

No I

Texas Tech Welcomes 37th Freshman Class



'You Can't Beat The Spirit of Texas Tech'

—POLK ROBISON

Fall Activity Calendar Offers The first Freshman Convocation will be Nov. 2. One of the biggest events of the year will be the Homecoming, Nov. 4, when the Raiders meet Rice dorms on Sept. 2 with women's formal rush, Rushees entered dorms on Sept. 3 and bids were announced Sept. 9. A watermelon bust will be presented by Sigma Alpha Epsilon social fraternity, as added entertainment for the weekend of the Classes convene Sept. 19. Texas The Treshman Convocation when Texas Tech is host to Colorado University Dec. 4. Tech will year will be the Homecoming, Nov. 17 Alpha Phi Omega will be resented by Sigma Alpha Epsilon social fraternity, as added entertainment for the weekend of the Classes convene Sept. 19. Texas The Treshman Convocation when Texas Tech is host to Colorado University Dec. 4. Tech will year will be the Homecoming, Nov. 17 Alpha Phi Omega will be the month of December will be th Variety Of Campus Events

tainment for the weekend of the 16th.

Classes convene Sept. 18, followed by a student convocation Sept. 27 in which the President will address the student body and class officers will be elected.

Tech's Raiders will play Mississippi State at Jackson, Miss. in the first game of the season Sept. 23. Students will leave Sept. 30 for the school trip to Austin to attend the Longhorn game. First home game will be Oct. 7 when Tech will play Texas A&M.

Highlighting Dad's Day, Oct. 14, will be the TCU game. This will be a full weekend with the Fine Arts Festival beginning the 15th and running through the 21st.

Fish Choose New Council

Freshmen experience first participation in class activities by dropping election ballots in red boxes. Candidates for the 1961 Freshman Council will start campaigns Sept. 14.

Qualifications require enroll-ment in at least 12 semester hours by any member of the current freshman class. Each candidate must maintain at least a one-point grade average. Poster regulations limit each candidate to ten posters as the only campaign materials. The Council will consist of one representative from each of the reshman residence halls and an equal number of students living off campus. Requirements call for a total of 30 representatives. The Student Council of the student association will count the secret



UNDER MIMOSA TREES, RED-TILE ROOFS AND THE TOWERS

... the heart of Texas Tech's 2,000-acre main campus is the twin-towered Administration Bldg, where student affairs offices, the administrative wing and the School of Arts and Sciences are main-tained. These twe students are conversing outside the main entrance,

Congratulations

WELCOME TO TEXAS TECH!

You worked hard, you planned carefully — and you made it! You're a College Student. Now you and your family are making one of the key investments of your whole life — an investment in time, in money, in talent that will finally determine your future. Let's take a look at one important part of that investment.

You have already discovered that going to college is a lot different from attending high school. For one thing, you're expected to shoulder a lot of new responsibilities. Where you live, what you eat, how you dress, how late you stay up at night, whether you study two hours or four — all of these are now up to you. You also have another important responsibility: you decide how you will spend your

For example, you must buy your own textbooks, reference books, and supplies. Chances are these necessary materials have always before been furnished by your school. Or perhaps your parents "picked up the check." In either case, you are now expected to equip yourself with books and supplies for most of the courses you take. Maybe you've never really thought much about textbooks in the past. They were "just a part of school." In that case, you owe it to yourself, as a college student and a Bookstore customer, to give some thought to the purposes of these books and the reasons they are required on college campuses everywhere.

WHY TEXTBOOKS?

In a sense, textbooks are your "tools of the trade." A college student without textbook is like a carpenter without a hammer or a surgeon without a scalpel. a textbook is like a carpenter without a hammer or a surgeon without a scalpel. You'll find, for example, that your instructors will expect you to work on your own all through your college career. The lecture and the lab session are just the beginning; the student is expected to carry his own studies forward from here. The textbook is designed to help you do just this! For independent study, for the work you will be doing at your own study table or desk, the textbook is ideal. Having your own books will increase your efficiency, guide your efforts, suggest valuable references, and help you every step of the way to a successful college career.

ABOUT YOUR BOOKSTORE

The books you purchase will be, penny for penny, the best investment of your college years. Many of them will be the backbone of your future professional and personal libraries. Your BOOKSTORE, working closely with both the faculty and the publishers, is able to provide you with the essential textbooks and reference books you need while still keeping the profit-line at a minimum. Visit your BOOKSTORE often. You will find it a stimulating experience, one that can reward you with the key to your future success in college.



"OWNED AND OPERATED BY TEXAS TECHNOLOGICAL COLLEGE"

Registrar Predicts Record Enrollment

Texas Tech predicts a record The teaching staff has grown enrollment of 9,000 to 10,000 this from 46 to 508. enrollment of 9,000 to 10,000 cm. Pr fall stated Dr. F. D. Boze, dean, Pr Who of admissions and registrar.

Reasons given for this increase, according to Dr. Boze, are the fact that more people are graduating from high school, a higher economy allows more people to attend college, and military obligation is delayed for those attend- at ing college unless a national emer-

gency arises.

Growth and progress have been the watchwords of Tech. Since its establishment in 1925, Tech's enrollment has grown from 914 to a semester enrollment of 9,178. Even during the summer Tech continued to expand. Three hundred thirty-six students enrolled in Tech's first summer session. Total enrollment in the 1961 summer session was 4,127.

from 46 to 508.

Property value has also grown.
When the college opened in 1925
the value was estimated at \$1,424,000. This included the first
units of the administration and
home economics buildings, the
textile engineering building, stock home economics buildings, the textile engineering building, stock judging pavilion, dairy barn and president's residence.

Today Tech's property is valued at \$35,651,132. Over 1,844 acres are spread Tech's 175 buildings, 72 of which are considered per-manent.

Tech's arts and sciences depart-ment expects about one-third of the total enrollment. Business ad-ministration will rank second in the number of enrollees with en-gineering, agriculture, and home economics following.

BUY TECH ADS

Girls

Fall Campus Casuals

Loafers



Oxfords

U.S. Keds (gym shoe)

2422 Broadway at College



ction One

OWERS

the twi ffices, the

are main-entrance,

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has grown

also grown. ened in 1925 ated at \$1,-ed the first stration and ildings, the ilding, stock by barn and

ADS

Speakers, Dances

Tech Union Readies Fall Entertainment

As part of orientation week for
Texas Tech's entering freshmen,
the Tech Union will conduct its
tertainment events. open house Wednesday night, with freshmen receiving their first opportunity to join the Union committee activities.

Entertainment and refreshments tertainment events.

Lettainment events.

Lettainm

will be provided the freshmen, while the 12 Union committees will have booths where the activities of each committee will be explained. Freshmen may sign up to a provide the provided the freshmen may sign up to a provide the spring, chess and bowling tournaments and other sports events are arranged by the committee on games and tournaments.

from 8 to 12 p.m. Ray Sharpe will awards banquet.

Ray Sharpe

The open house Wednesday night will be immediately after the parties presented by the Assn. of Women Students, Alpha Phi Omega and the Student Council. It will be from 8:30 to 10 p.m.

Music will be presented by the

Four Teens.

Included in the 12 committees are groups for dances, movies, international interests, western dances, special events, building decorations, entertainment, exhibits, games and tournaments, dance decorations, hospitality and ideas and issues.

The committees for dances, movies, western dances, special events and entertainment arrange the various events through the

Union Plans Fall Events

Tech Union has many interest ing activities planned for the coming year, including dances, festivals, regular tournaments and

movies.

Sept. 13 Tech Union will hold Sept. 13 Tech Union will hold open house for Tech freshmen. Ray Sharpe will play at the all-school dance Sept. 15 in the Municipal Coliseum. A western dance will take place Sept. 22 with Jimmy Mackey playing. "The Cruel Sea." first movie of the year, will be shown that night also. Students will sign up for table tennis tournaments Sept. 25-30.

Tech Lifton Forum will meet

Tech Union Forum will meet Oct. 5 to hear Vance Packard speak on "The Changing Char-acter of American People." Pack-ard is the author of three best sellers.

sellers.

"The Golden Age of Comedy" will be shown Oct. 22-23. Homecoming dance will be Nove in the coliseum with Ralph Flannagin and his orchestra. The Fine Arts Festival will take place Nov. 5-11. Special movies, productions, and exhibits will be presented. Basil Rathbone will play at an aftergame dance Dec. 2. On Dec. 20 "The Ad Libs" will play at the Christmas dance and all-school party.

Behind all these activities is the Behind all these activities is the Program Council, consisting of newly elected officers for 1961-62. These people are: Don Roper, president; Evie Williams, vice president; Elaine Higginbotham, secretary; Carlyn Grau, treasurer; and Jack Shisler, director of pub-lle relations

ties of each committee will be explained. Freshmen may sign up to be on the committees for the fall at the booths Wednesday night.

Friday night the all school dance will be presented by the Union will be presented by the Union spring fashion show and Union awards hanguet.

from 8 to 12 p.m. Ray Snarpe will awards panquet.

A new committee for the Union, the ideas and issues committee will sponsor the Thursday night forum, featuring lectures and discussions sion" of the year will be presented and students on topics of current in the Union snack bar area with, interest.



RAY SHARPE-FEATURED PERFORMER FOR FIRST DANCE

. . . the widely-known musician will perform for the all school dance Friday night in the Lubbock Municipal Coliseum. He will also play for a jam session Friday afternoon in the Union.

Art Teachers **Author Book** On Designing

Never in history have there been so many opportunities for man to be creative. Never have there been so many people interested in being creative and in appreciating creative works.

creative and in appreciating creative works.

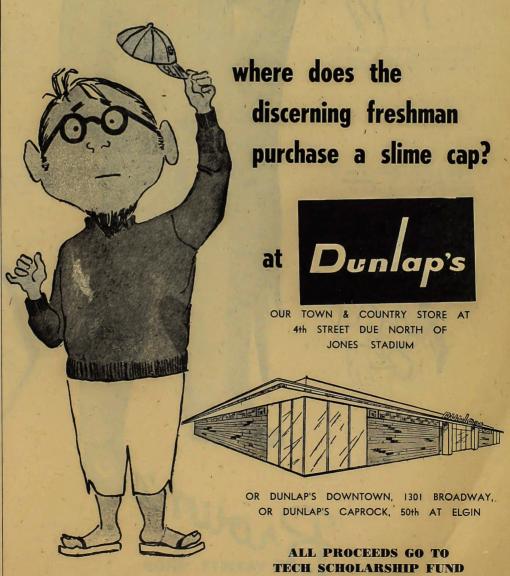
Capitalizing on this, two Texas Tech faculty members have written a new book to acquaint interested persons with the basic principles of design.

The authors are Ethel Jane Beitler and Dr. Bill C. Lockhart of the Tech applied arts department. The book is Design for You, published by John Wiley and Sons, New York,

The authors emphasize that creativity does not depend on basic principles alone.

An associate professor at Tech, Mrs. Beitler also has completed commissions for enamel-on-copper murals and for wall pieces in various media for homes and commercial buildings.

A designer and sculptor, Prof. Lockhart heads the Tech applied arts department. He has written numerous articles for art and arteducation magazines and has contributed chapters to two National Art Education Assn. yearbooks.



Welcome Freshman



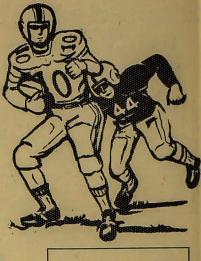
CASUAL STYLING AT ITS SMARTEST. Warm comfortable, just the jacket for the football games. Olive-bamboo tan.

YOU'LL BE STEPS AHEAD in a vest for casual and dress wear. Reversible in olives, tans, black, and reds.









FRESHMEN! Get your engraved Victory Cow Bell FREE with first purchase of new Fall clothing.

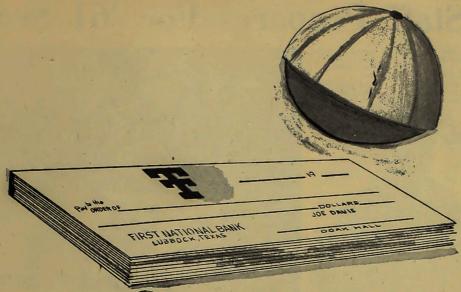
WAIT TILL YOU TRY ON OUR NEW NATURAL SHOULDER SUIT . . . if gives you that slimmer, trimmer appearance . . . it's the ideal answer for the College Man who's looking for the best in clothing value.

With vest \$49.95

EPITOME OF ELEGANCE. An incomparable pop over lovingly fashioned of fleecy 100% imported wools . . . A treasure of a sweater to be worn with pleasure for years to come.

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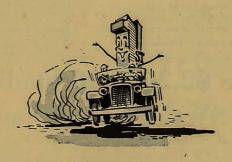
"TECH-CHECKS" for Tech Students who Bank at the FIRST...

Recognizing the important role of Texas Tech in the community, the First National has printed special checks for all Tech students, freshman 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





New Staff Prepares For '61 Season

A new six-man coaching staff, with almost a century of football experience, will coordinate Red Raider gridiron activities this fall.

The new coaches taking office this year are J T King, head men-tor, John Conley, Merrill Green, Berl Huffman, Matt Lair, and Willie Zapalac, assistants.

Berl Huffman, Matt Lair, and Willie Zapalac, assistants.

After the resignation of DeWitt Weaver as Tech athletic director and head football coach last year, Folk Robison was named to take over as athletic director. He promptly promoted King, an assistant coach at Tech for three seasons, to the job as head football coach.

Before coming to Tech in 1958, the Hamburg, Ark., native was an assistant coach at Tulane, Texas A&M, and University of Texas, Also, he worked with high school teams at Kenedy and at Enid, Okla., coaching them to numerous conference titles and several state championships.

Throughout his 22 years of coaching exerting the method of the text of the promptly promoted King, and the University of New Mexico. Lair was a Texas A&M assistant coach in the freshman fotball coach.

Lir was a Texas A&M assistant before coming to coach the Raiders. Among his 12 years of experience are stints at Selma, ala, Louisville, Ky, and Montgown and the University of Kentucky. He hais from Paris, Ky.

Zapalac was also working at Texas A&M before answering the fall to come to Tech. He has also coached at Tarleton State, Hills-coach at Tarleton State, Hills-coach at Tarleton State, Hills-coach and Arlington State in his 13 years of experience.

Conley has 12 years experience as a coach divided between Ellin-wood, Kans., and Snyder. In five years of service in Kansas, his teams posted an impressive 35-9-2 record to cop several champion-ships

A former Kansas State center and native of Mexia, Conley led Snyder High School to four cham-

Among his five years of coaching, he has also been at Wichita Uni-versity and Missouri.

He played on national cham pionship teams under Bud Wil kinson and was a standout in hi-home town teams from Chickasha Okla. played on national cham-

boro High, and Arlington State in his 13 years of experience.

During his playing days in the 1940's, the Bellville High grad played in the Cotton Bowl, two shrine East-West games, two college All-Star-Pro games, and spent one year with the Pittsburgh Steelers.

Although the group is new as a unit, the experience they combine could be an important factor in the coming season.



RAIDERS' NEW LINEUP OF COACHES

. . . who will guide the Red Raiders in their second bid in the Southwest Conference. New head coach J T King kneels before assistants Matt Lair, John Conley, Willie Zapalac, Merrill Green and Berl Huffman.

Green Leaves of Wisdom

Gridders Will Display Talent

Although not rated by progno-sticators as a serious contender for the 1961-62 Southwest Conference crown, Coach J T King's Red Raid-er grid squad still displays talent in both the defensive and offensive end of the game.

With 16 returning lettermen, six

of which were starters, many sophomores from last year's out-standing Picador squad will bolster

Returning starters include Jerry Returning starters include Jerry Elberts, end from Wellington; Larry Mullins, tackle from Sny-der; Charles Edgemon, guard from Wichita Falls; Bake Turner, half-back from Alpine; Dick Polson, halfback from Amarillo; and Coolidge Hunt, fullback from Lubbock.

Other lettermen are Richard
Stafford, tackle from Matador;

Charles Harrison, center from Al-pine; Dennis Grimes, center from Seagraves; Tommy Turner, cen-ter from Garland; Pat Holmes, tackle from Del Rio; Jerry Gar-rison, end from Levelland; Johnny Lovelace, quarterback from Far-well; Charles McEntire, halfback from McKinney; George Fraser, fullback from Llano; and C. W. Williams, fullback from McKinney. Outstanding sophomores, based

fullback from Llano; and C. W. Williams, fullback from McKinney.
Outstanding sophomores, based on their freshmen records should be David Parks, end from Abilene; Bill Worley, halfback from Midland; H. L. Daniels, fullback from Midland; H. L. Daniels, fullback from Midland; Tech's strong points include all phases of the kicking game, a potentially dangerous passing attack, and an adequate running threat. The line, averaging 198 pounds, just five pounds more than the backfield, will have its hands full holding off enemy tacklers.

A key player in the Raider attack is Turner who passes, receives, rushes, punts, and shines on defense. He has set school records in yards gained receiving and punting with a 396 average.

Another factor in the ground attack is Hunt, who led the SWC in rushing last year with a total of 527 yards, averaging 4.1 per carry. Most assuredly the loss of twice All-American center E. J. Hollub will be felt greatest in the line, as his presence added a great deal. Other big losses from last year's senior class were Don Waygood, end; Tormy Pace, tackle; Jere Don Mohon, guard; and Glen Amerson, quarterback.

Freshman football coach Berl Huffman has approximately 45

Freshman football coach Berl Huffman has approximately 45 gridders signed to letters of intent to play for the Picadors this fall. Last year the freshmen squad dominated other teams by winning all four games on their schedule. Under SWC rules the team will play a regulation 5-game schedule this year. year

coaching staff and I feel "The coaching staff and I feel good about the recruiting for our freshman team," emphasizes Coach Huffman. "We think we have our share of the best and should be able to field a strong

The freshman schedule this year is tentatively set as follows:
Oct. 13—Arkansas at Lubbock
Oct. 20—Hardin-Simmons 'B' at

Nov. 4-Rice at Houston Nov. 10—West Texas State 'B' at Lubbock

Nov. 17—North Texas State at Lubbock

Home games will be played in Jones Stadium. The above teams are all freshmen squads from the respective schools.

Cagers Boast Four Starters

Tech's basketball squad boasting rechs basketball squad boasting four returning starters along with four other lettermen and four sophomores from last year's fresh-man team, shows signs of again capturing the Southwest Confer-ence title.

The starters are Harold Hud-gens, 6-10 senior from Ballinger; Del Ray Mounts, 5-10 senior from Perryton; Mac Percival, 6-4 senior from Vernon; and Roger Hennig, 6-4 senior from Mathis.

6-4 senior from Mathis.

Also returning are Bobby Gindorf, 6-4 junior from Pampa; John Lemmons, 5-10 senior from Happy; Moe Mickey, 6-5 junior from Happy; Moe Mickey, 6-5 junior from Lockney; and Gilbert Varnell, 6-5 junior from Sewanee, Tenn.

Up from the freshman team are 6-3 Sid Wall from Dallas; 6-3 Mike Farley, Royal Ferguson, and Mike Goden, all from Lubbock.

"It will be a difficult assignment to repeat as champions as a "marked" team, but it is still the goal of all of the boys." commented Polk Robison, Tech athletic director, when asked about next year's baskethall chances.

when asked about next year's basketball chances.
"It will be a tough battle, but we will have an interesting team and should be in the upper bracket," he said.
The Picadors, the freshman team, will be out to improve their last year's 5-7 record. Gene Gibson, freshman basketball coach, has six players signed to scholarships.

has six players signed to scholar-ships.

These are Harold Denney, 6-8, from Amarillo; Mac Cade, 6-9, from Hamiln; Kirby Pugh, 6-5, from Boilene; Glen Hallum, 6-5, from Brownwood; John Lofton, 6-2 from Tulia; and John Walling, from Waurika, Okla.

All freshmen interested in play-ing on the Picadors are urged by Gibson to attend the tryouts which will start Oct. 15.

1961 RED RAIDER SCHEDULE Sept. 23-Mississippi State at Jackson, Miss., 8 p.m.

Sept. 30—Texas at Austin, 7:30 p.m (SWC) Oct. 7-Texas A&M at Lubbock, 7:30 p.m. (SWC)

Oct 14-Texas Christian at Lubbock, 7:30 p.m. (SWC)

Oct. 21-Baylor at Lubbock, 7:30 p.m. (SWC)

Oct. 28-Southern Methodist at Dallas, 2 p.m. (SWC)

Nov. 4-Rice at Lubbock, 2 p.m. (SWC) (HOMECOMING) Nov. 11—Boston College at Lubbock, 2 p.m.

Nov. 25-Arkansas at Little Rock, 2 p.m. (SWC)

Dec. 2-West Texas State at Lubbock, 2 p.m.

(SWC) denotes Southwest Conference games

Massive \$2,300,000 Stadium **Greets SWC Football Fans**

Texas Tech officials preparing Tech for its new role in South-west Conference participation, un-veiled a new 40,000 seat Jones Stadium, considered by many to be one of the best in the con-ference

The price tag for the new physical plant was high — \$2,300,000, but most SWC fans are happy because it can seat the huge crowds

cal plant was high — \$2,300,000, but most SWC fans are happy because it can seat the huge crowds which follow Raider football.

Five thousand tons of concrete and steel were moved about two hundred feet to the east. Three hundred, thirty-five thousand cubic yards of earth were cleared in order to make a bowl below ground level. A press box and enclosed seats were erected after the 1959 season. The athletic office and dressing room were added before the 1960 season.

Twelve light poles at a cost of \$10,500 each and 576 fifteen hundred-wat light bulbs make Jones Stadium the best-lighted stadium in the conference.

In the pressbox are all the netering the conference.

In the conference.

In the pressbox are all the necessary facilities for full radio, television and newspaper coverage. Phones on the sidelines are used by coaches to consult scouts in the pressbox. Under the pressbox are 50 enclosed seats.

The athletic office is headed by Jimmie Wilson. He has served Tech for 13 years in the position of business manager of athletics.
Out of the entire operation's cost, \$1,200,000 still remains to be paid back. According to Mr. Wilson the balance should be paid in 15 years.

The stadium is operated on a budget of about \$700,000 a year. Seat options, along with regular revenue brought in from tichets, and required to the stadium debt.

A part of the matriculation fee paid by the student on his arrival at Tech allows him to see all varsity and one freshman game.



READY FOR TECH'S SECOND SWC SEASON

. . . is the expanded Jones Stadium, completed last year a sunken playing field, new press box and athletic offices.



GOOD TRADITION DOES NOT CHANGE

In this world of speed and space, we are so often tempted to change for the sake of change. Yet a classic is timeless . . . like the traditional look and soft shoulder tailoring of the clothes we feature.

This season, we continue this tradition. We bring you our own exclusive innovations in suits and jackets that augment the authority of our authentic styles . . . all, of course, within the soft framework. That is why the clothing you see in our store has the inherent good taste in fabric and look that marks the wearer as the man to watch naturally.

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believed in, elected, WALTZEDAROUND

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14 Buses To Austin

Fall Grid Trip Set For Longhorn Game

BUY

At the early hour of 6 a.m. Saturday, Sept. 30, a caravan consisting of approximately 14 buses will leave the Texas Tech campus for Austin.

The bus will leave Austin at 1 a.m. which will enable the students to be back in Lubbock early Sunday morning.

The Student Assn. can provide seats for both couples and groups. Any transportation needed in Austin will be provided by the bus company with a police escort.

The first stop on the trip's schedule will be Brownwood where harbeque will be prepared in advance and awaiting the arrival of the students.

Upon arrival in Austin the first event is a pep rally sponsored by the Student Council office in the west week.



The Saddle Tramps, with red shirts carrying black letters, are one of several organizations which boast the Red Raiders at football and basketball games.

A men's spirit-raising organization, the group was founded in 1936. With 90 members presently, the Saddle Tramps have rush parties in December and May.

Any male student with 30 hours is eligible to pledge.

Any male student with our house is eligible to pledge. The Saddle Tramps help with The Saddle Tramps Red Raider Day and the eard sections for foot-ball games.



ALL HANDS PILE ABOARD

for the Austin gridiron battle between the Red Raiders and the Longhorns of Texas. Fourteen buses will make the trip.

Deans Work With Student Affairs

Problems are their speciality and they welcome them all.

With offices in the west wing of the Ad. Bilg. open every day, the deans of men and women try to help students solve problems from where to live, who to see about what to questions about sororities and fraterrities and any other thing that comes to mind.

Dean Lew Jones is in charge of housing for women. In this office also comes Powen. In this office also comes of the residence halls, who come under his office, handle questions arising in the lalls. Robert J. Hilliard, assistant dean of men, coordinates the men's residence halls.

Deen Lew Jones is in charge of housing for women. In this office also comes Powen. In this office, comes Powen. In this office also comes Powen. In this office, women. In this office also comes Powen. In this office, women. In this office, women. In this office, Powen. In this office, women. In this office also comes Powen. In this office, women. In this office,

deans of men and women try to halls, who come under his office, help students solve problems from handle questions arising in the where to live, who to see about what to questions about sororities and fraternities and any other to generate the properties of the housing for men and counsels the housing for men and counsels with those living off campus. As

1961 LA VENTANA



Welcome COEDS/

For beauty that lasts and lasts let us style for you a fresh look for campus that swishes easily into a more sophisticated style for dances. Our operators are expert and delighted to serve you

Our prices begin at \$ 2.00

PO 2.5223 805 COLLEGE BEAUTY SALON

BILL SHARPLEY B.A., M.A., TEXAS TECH VARSITY FOOTBALL



JESSIE LEE'S HAIR DESIGN INSTI





1951 Tech Grad



1951 Tech Grad



1955 Tech 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. We have the official list of textbooks being used at Tech, and plenty of good used textbooks to save you money. Also while at the Varsity pick up your FREE TECH ACTIVITY CALENDAR.

1305 College

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Natural Shoulder... Spoken Here



three-piece suit
by COLLEGE HALL
— plaids —
— herringbone stripes —
— shark skins —
from 59.50 to 75.00

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A wonderful and exciting new shop for students

Featuring Authentic, Traditional Clothing

The tremendous surge of acceptance for slim "natural" lines in young men's clothing proves the need and worth of this kind of clothing. Pete West is proud to bring you a complete selection of authentic, traditional clothing. This clothing is a "must" on any major campus in America today — it is an important trend for any discriminating man. Happily, too, good taste is not expensive. Come in and see for yourself.

The Carriage Shop is located on the mezzanine of Pete West, Inc.



WE TREAT YOUR

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* FRESHMAN — For years thousands of Techsans have known that TLC means TENDER LOVING CARE at Ben Sharpley Mobil Service Station. Start the semester off right by putting your car in good hands at . . .

BEN SHARPLEY

Mobil Service Station

Main and College Ave.
P.S.—Ben is an Ex-Techsan



New Library, Union Addition



. . . is the new \$2 million Library under construction west of the Tech Union. Originally scheduled for completion this fall, the building will be completed sometime in 1962.

Greek Groups Mark Ninth Year

If it's social life and togetherness you want, then look to Tech's 23 Greek letter groups.

With the Board of Directors' approval nine years ago, the campus social clubs began the process of getting national acceptance. This fall marks the presence of 11 social marks the presence of 11 social fraternities and 11 sororities on c am pu's and a record of achievement, according to James G. Allen, dean of student life.

"The Greek organizations fall marks and activities that come under the jurisdiction of getting intramural events the groups encourage planning and participation. In the realm of participation in college activities and give guidance and help in formation of personal standards. In the realm of extra curricular that come under the jurisdiction of getting national participation in college activities and give guidance and help in formation of personal standards. In the realm of extra curricular that come under the jurisdiction of student life, works most closely in the fraternities and sororities.

The Greek organizations fall antion of personal standards. In the realm of extra curricular that come under the jurisdiction of the Dean of Student life, works most closely in the fraternities and sororities of the Dean of Student life, works most closely in the fraternities and sororities.

The greek organizations fall antion of personal standards. In the realm of extra curricular that come under the jurisdiction of the Dean of Student life, works most closely in the mation of personal standards. In the realm of extra curricular that come under the jurisdiction of the Dean of Student life, works much the process of getting national acceptance of 11 sororities and give guidance and help in formation of personal standards. In the realm of personal standards. clubs began the process of national acceptance. This Hershel Potts, assistant dean of student Life's office. The student life, works most closely tivrities and 11 sororities ment, according to James a, dean of student life. Greeks are to help members ad a supports one of the best just to college life by stressing in ty and sorority programs dividual growth and development. They foster loyalty to the college, grade average.

"Tech supports one of the best fraternity and sorority programs

-New Library, Union-

\$9 Million Is Cost Of Tech Growth

Texas Tech is now engaged in storage space, a library-reading one of the largest expansion pro- room, and an open entrance court. million.

Union.

Although only a portion of the building is being prepared now, the final structure will be more than triple the size of the present library. All space will be devoted entirely to library facilities, eliminating the offices which appeared in the old building.

The expansion of Jones Stadium two years ago from 27,000 to 41,500 seats attracted national attention. The giant east stands were moved back 220 feet by railroad tracks. The expansion cost totaled \$2.3 million.

An addition to the Tech Union which will more than double its size is now under way. Featured in the new structure will be a ball-room, cafeteria, kitchen, second floor lounge space, offices, additional meeting rooms and a game area in the basement.

area in the basement.

The new addition will cost approximately \$1 million.

Conveniently located, the new Women's Gym is situated southwest of Knapp Hall. The new \$300,000 gym boasts a dance floor, basketball court, three volley ball courts, six badminton courts and a spacious basement designed for use during had weather.

a spacious basement designed for use during bad weather. The new Architecture-Computer Bldg., located north of the West Engineering Bldg., houses the architecture department and a computer-data processing center. Included in the facilities are labor-atories, lecture rooms, offices,

one of the largest expansion programs in the history of the college.

Cost of the program is some \$3 million.

An important addition to the Campus is the \$2 million library located west of the present Tech Union.

Although only a portion of the ated from the chemistry depart-ment; and the Meats Lab which consists of a miniture proessing plant for instruction only.

Under construction or still in the planning stages are the Dairy Plant, animal and poultry facili-ties, and additions to the Science and Speech Buildings.

and Speech Buildings.

The expansion program is financed by the constitutional building amendment voted by the people of Texas in 1947 and amended
in 1936. A five-cent ad valorem tax
provides funds for- this program
which finances all buildings except
the stadium and Tech Union.

Also recently completed and opened are the Agricultural Plant Sciences Bldg. a new Tech Press Build., and the Physical Plant Fa-cilities Bldg.

Lamb, Holden **Study Foods** Of Southwest

Spanish conquerors brought the milk, but it took the Indians to add asaderos, "Ittle cheeses," to the list of colorful and tasty foods in the Southwest.

in the Southwest.

Dr. Mina Lamb, head of the food and nutrition department of Texas Tech's School of Home Economies, and Mrs. Gladys Keen Holden, assistant professor of food and nutrition, have traced some of the history of the tortilla-shaped cheese that has a flavor similar to well-drained cottage cheese.

that has a favor similar to wendrained cottage cheese.

The asaderos study is in connection with a broader project on the history of food in the Southwest. Publication of the three-part report is pending.

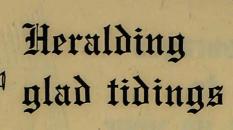
Many Anglo-Americans are familiar with the cheese which is heated with chopped, peeled green chili peppers and served with beans and tortillas. It is sold commercially in at least one area of Texas by a woman living just across the border in Mexico.

"One of the most interesting factors is that a vegetable coagulant comparable to rennin is used in making the cheese," Dr. Lamb says. Usually the secretion from

One of the flust interesting factors is that a vegetable coagulant comparable to rennin is used in making the cheese." Dr. Lamb says. Usually the secretion from the stomach of a young animal is necessary to make milk coagulate. Evidently, it was an accident that the Indians found the extract from the yellow, cherry-shaped berry produced by the grey-foliaged whiteweed could be used to cause coagulation. No animals are known to eat the plant which grows in alkaline soil. It is considered a poisonous weed by many. "Use of the whiteweed berry extract as a coagulant shows blending of the Indian and Spanish cultures," says Mrs. Holden. "If the Spanish had not explored the area and brought cattle with them, the Indians would not have had milk with which to make the cheese. The Spanish never did much cooking themselves."
"However," Dr. Lamb warns, "care must be taken to keep the vegetable coagulant from tasting bitter. The method of purification needed to produce solanain, the chemically pure enzyme from the whiteweed berry, has made the commercial production impractical so far."



10



An Event of Great Importance . . .

Formal Opening of the

College Corner

An emporium devoted to the needs and wants of —
Gentlemen of Fashion

College Corner will fullfil the pleasure of those who skim over books and live casually out of doors

The College Corner will replenish the cup of good taste for those who have acquired their learning and now are enjoy the art of living.

We invite you to come in and browse thru our selections of elegant apparel created and collected especially to take care of your school and social wardrobe needs.

When you favor us by your presence be sure to register for a four-speed Phonograph to be given away. Also, we have a Double-T key ring for you.

Use Our PERMANENT BUDGET Charge Plan

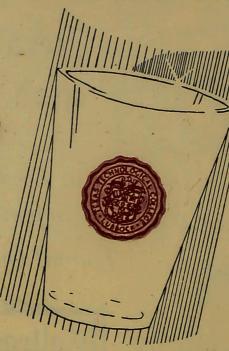
S&Q Clothiers.

The QUICKSILVER Co.

1112 Broadway

BOOK & STATIONERY CENTER

Encourages you to pick up your



FREE

CORNER OF MAIN AND COLLEGE AVE.

A Salute to the FRESHMAN

New And Used Textbooks

Letter Your Cap While You Shop



1103 College Ave.

PO5-5775

Informal Life

Dorms Present Fun, Problems

The college residence hall is a "home away from home" for freshman girls. In its informal atmosphere, they find companionship and a sense of belonging.

It is unfortunate that everyone cannot stay at least one year in a college residence hall. Alarm clocks ringing, roommates rushing to take showers, screaming for someone to bring the towel they forgot, and girls staring goggle-eyed at the maze of curlers, bobby-pins, cleansing cream, and mud packs each wears are all parts of the hilarious confusion known as "togetherness."

Naturally there are displeasing aspects as well, and the young as shouldn't give in all the time, any code away from home for the first time may become discouraged and homesick, but these experiences will be valuable in the future.

Haroldine Reynolds, a fresh-state dampos of the many of the many advantages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The decisons."

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Pam White, a junior, believes that devisions. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and tages over living off campus. The convenience of the library and

Masked Rider Leads Raiders Onto Gridiron

Before Texas Tech football games, both at home and on the road, a masked rider, with flowing form and saddle through the athleads the Raiders onto the field.

During 1953, Joe Kirk Fulton, the first Red Raider, and other groups of students, realizing the need for a live "mascot" to carry out the name of the school teams, created the Red Raider as he is known today.

At first the Red Raider had to furnish all his own regalia.

Now, the Department of Animal Husbandry furnishes the horse and selects an outstanding student

Silver Platter Service

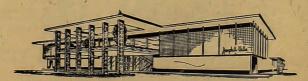


Today the entire staff of HEMPHILL-WELLS (both downtown and Monterey) is at your Your green Freshman Cap, traditional to Tech at this time of waiting for you. The price is 1.00. ALL of which is returned to the colfunds and Red Raider Club funds...also, while you're in the may letter and paint your caps.... May we wish you lots of success in your college life and may we extend to you our many other services,

Gift wrapping • Post Office substation • Personal shopper for suggestions and advice • downtown parking building • and above all our beautea rooms (Rondeley Room, downtown...Gold Room at Monterey). Make a date to meet your friends at the tea .coms....drop by and visit with us anytime.



Downtown - 13th and Ave J



And This Is TEXAS TECH

A wide, green expanse of lawns broken by red-topped brown-bricked buildings with a flair of Spanish America . . .

A bonfire blazing in a pit surrounded by tiled figures in a huge circle on the ground and surrounded by human figures—hundreds of students—chanting with a gusto heard for miles . . .

Couples arriving in black tuxedos and sweeping formals for a fraternity dance . . .

The smoke-filled lobby of the Tech Union, packed with humanity and the continuous crescendo of voices . . .

These are the sights and sounds that are part of Texas Tech.

There are more, and as the green-topped freshman, wary of his new life, begins the trek through the four years, he will come upon thousands more sometimes fleeting, oftimes never-to-be-forgotten impressions that will be a part of his "cellege years"." college years

Classes sometimes packed to the brim with students...professors with their uncanny knowledge of whatever subject they are teaching and their individualistic peculiarities in teaching it... bull sessions in the dorm rooms at 2 a.m. on—you name it... the dates to the football games on Saturday afternoons ... the quiet walks across the campus between sweeps of chrysanthemums and petunias, resplendent in red or white or gold...

Changing through the years since 1925, when only 914 students enrolled for the first year of the

college's life, to 1960, when more than 9,000 en-rolled, and 1961, with near 10,000 expected, the sights and sounds of Texas Tech—though never quite the same—have yet had a hue and ring au-thentic only to the lazy green lawns, red-tiled roofs and archways which have been the trade-mark of Texas Tech.

"There are many Techs, but only one Texas Tech," one high college official has said.

Individualism too is part of the sights and sounds of Texas Tech and the Texas Tech which is of its own brand, and of no other, is best characterized by those some 20,000 students through the years.

In the words of the President, Harvard graduate (Ph.D.) and longtime faculty member. Dr. Goodwin, Texas Tech's students are more candid, more frank because of a "little bit of the old west individualism still retained out here.

The view of Texas Tech's students toward college traditions has been typically individualistic "Do we need a tradition? Let's start one."

And Texas Tech has matched stride for stride through those more than 35 years the growth of higher education in Texas and the nation.

Growing from a spindly West Texas college of less than a thousand students and a plant valued at just over \$1 million to a huge, sprawling plant valued at more than \$40 million, with a student body of near 10,000 and offering an educational

program among the best in the Southwest—all has taken only 37 years for Texas Tech.

In the words of her highly-respected dean of men, Lew Jones, quoted in the La Ventana . . .

"We're growing up. Tech is becoming more sophisticated. You can see it everywhere, in the popular modes of dressing . . . in the students in-terests."

Operating on a university level, Texas Tech has already awarded more than 60 doctorate de-grees in seven areas of study, in addition to more than 2,500 masters degrees and more than 20,000 bachelors degrees.

Study has already begun on the feasibility of establishing a school of medicine at Texas Tech.

And an intensive two-year self-study is underway aimed at determining what Texas Tech is now and what it must work to become, in line with its place as a leader of higher education in the Southwest.

What does the future hold for Texas Tech?

Again in the words of her President, Dr. R. C. Goodwin:

"And we have a job to do. We must more definitely determine the place this College should occupy in the system of higher education in Texas and then, with the aid of the many friends of the College, we must achieve that position—and certainly this position cannot be a mediocre one. The sons and daughters who come to Tech, as well as their parents, have every right to expect educational opportunities of high quality. That must be our goal."

And what is the place of the student in that growth?

growth? "In the American concept, a college must have students. Our student body is growing not only in size but in maturity. Although we expect them to be but boys and girls in some ways, it is encouraging to note that our students are assuming greater responsibility in their own government, in their publications, and in student life in general. Though some of this may be due to the more serious nature of the times, I believe it is also due to the realization on their part that they have a definite contribution to make in the advancement of a college. I further believe that if this realization is properly encouraged, no group will respond more readily to the challenge facing us."

OPERATION ORIENTATION WEEK

Parties To Tests, It's Quite A Week

Several thousand freshmen students are getting their first introduction to Texas Tech this week as preliminary orientation sessions acquaint them with Texas' second larg-est state supported school of higher education.

Starting the weeks activities is the freshman assembly and testing periods for entering freshmen Monday.

Each night of the week will be devoted to special activities for the freshmen

tivities for the freshmen.

Orientation in residence hall life is Monday night's topic, with discussion meetings planned for each of the residence halls. The meetings will be in the hall lounges.

"Meet Texas Tech Personalities" night Tuesday will introduce new students to some of the student and college leaders whom they will need to know in the coming four years. The program will be at 7:30 p.m. in the Lubbock Municipal Auditorium. Municipal Auditorium.

Municipal Auditorium.

At that time, Dr. W. M. Pearce, academic vice president, will welcome the freshmen for the college.

Big-Little Sister Party Wednesday night, sponsored by the Assn. of Women Students, will bring together freshmen coeds and advanced women students.

At the same time, the Student Council will provide a Stag Party for all freshmen men.

Also Wednesday night, the Tech Union will stage an house and party for the freshmen. The traditional "all-church night" is set for Thursday

night, with churches throughout the city hosting freshmen

for special programs.

The Red Raider spirit will be thrust upon the new "fish" Friday night in a special pep rally at the Southwest Conference Circle.

In addition to the first assembly of freshmen Monday morning, new students will also gather at 8 a.m. Tuesday for a second assembly, where final instructions will be given on the week's orientation program.

Welcomes will be extended at that time from college officials and from the president of the Student Assn., Carlyle Smith.

Also Tuesday, freshmen will assembly at 10:30 in the Lubbock Municipal Auditorium, where explanations of stu-dent organizations, health services, the testing service, stu-dent employment services and student loans will be given.

Wednesday at 8 a.m. a student traffic meeting will take place on the Ad. Bldg. green, with discussion of regulations on campus traffic and parking.

Students will receive advisement on curricula beginning Tuesday morning in their respective schools.

Freshmen interested in campaigning for positions on the Freshmen Council must take out petitions after Sept. 12 and before 12 noon, Sept. 20, in the Student Council office.

Freshmen elections will be Sept. 22 and Oct. 4.

Churches Plan **Special Events**

Thursday, Sept. 14

Lubbock churches participating in the All-Church night activities and their programs are:

Asbury Methodist Church, 2005 Ave. T, open house, 7:30

Christian Science Organization, Anniversary Rm., Tech Union, informal reception, 7:30

Christian Student Center, 2318-13th St., open Church of Christ Bible Chair, 2406 Broadway, devotional, refreshments and entertainment, 6:30

College Ave. Baptist Church, 2420 10th, 7:00

Congregation Shaareth Israel, 1706 23rd, reception, 8400

First Assembly of God Church, 3111-43rd, Mexican supper, 7:30

First Baptist Church, 2201 Broadway, chuck wagon supper, 6:30

First Cumberland Presbyterian Church, 910 Ave. O, informal fellowship party, 7:30

First Methodist Church, 1411 Broadway, refreshments, entertainment and information, 7:30

First Nazarene Church, 4510 Ave. Q, informal reception, 7:30

Lutheran Student Center, 1508 Ave. X, open house. 7:30

Presbyterian University Center, 2412-13th, get-acquainted party, 7:30

St. John's Methodist Church, 15th and College, get-acquainted party, 7:30

St. Paul's Episcopal Church, 2407 16th, open house, 7:00

Second Baptist Church, 53rd and Elgin, variety show, 7:30

Trinity Baptist, 2701 34th, Italian dinner, movie and skits, 7:00.

A Full Schedule Lies Ahead.

A general schedule for orientation week activities is as follows:

MONDAY
8 a.m. Freshmen assembly—Ad. Bldg. green
8:45-12 Freshmen tests given by respective schools:
 Agriculture—Aggie Auditorium
 Arts & Sciences—Ad. Bldg. green
 Business Administration—Union ballroom
 Engineering—Men's Gym
 Home Economics—Home Economics Bldg. 105, 106

1:30-3:30 Tests continue

Conferences for students interested in music programs in the Music Bldg.

Placement tests in French, Latin and Spanish; French—Ad. 217; Latin—Ad. 225; Spanish—Ad. 4-5

Orientation in residence hall programs

TUESDAY

7:45-9:45 a.m. Advanced standing exams in Chemistry, C 101 Freshmen assembly-Ad. Bldg. green

8:30-10:30 Speech testing—Speech Auditorium 8:45-10:30 Academic advisement in respective schools

Advanced standing tests in Albegra-Textile 10-12:30

10:30-12 noon Freshmen Assembly—Lubbock Municipal Auditorium

1:30-5 Academic advisement continued

1:30-4 Advanced standing test in trigonometry, Textile 108

7:30 "Meet Texas Tech Personalities"—Lubbock Muni-

WEDNESDAY

8-8:30 a.m. Student traffic meeting-Ad. Bldg. green 8:30-10:30 Advanced standing test in English—C&O 122 8:30-5 Academic advisement continued

Big-Little Sister Party for freshmen coeds Stag Party for freshmen men 8:30 Tech Union Open House

THURSDAY

8 a.m.-5 p.m. Registration 7-10 p.m. All-Church Night

FRIDAY 8-12 Registration

7:30 p.m. Pep Rally-Southwest Conference Circle

SATURDAY

8-11 a.m. Registration

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Counseling **Aids Choice** Of Courses

Choosing a course of study which best utilizes all of a stu-dent's ability and interest can mean a great deal toward the success of his college years.

cess of his college years.

For this reason several hundred
Tech students call upon the professional aid of the Testing and
Counseling Center every year for
information to help them in choosing the right major according to
their personal abilities.

their personal abilities.

The center, located behind the Home Economics building, consists of nine trained doctors and officials to help the students who wish advice and testing. The staff is headed by Dr. James E. Kuntz, director of the center since 1957.

Aptitude, personality, I. Q., and other characteristics are combined in the new process to determine which field he or she is best suited

Testing for a total of 10 or 12 hours is needed to reveal a student's academic and mental abilities. Time for counseling and receiving background information is also included in the course to assure a proper decision.

sure a proper decision.

Choosing à college subject is no longer a gamble. The average estimate for two long terms is for a student, \$1,550, and for the tax payer, \$613. The center's helping 200 students choose the right course for a major, saves one year's wasted work, as well as sparing the students \$310,000 and the taxpayers \$122,600.

Improvements for the future include a new building and better counseling and testing facilities. A new occupational literature reading room is also planned.

Students seeking aid in making

Students seeking aid in making a secure decision about choosing a major subject may consult the Testing and Counseling Center for an appointment.

th appointment.

The fee is \$12. Phase One of the test is the sizing-up phase. It determines a student's general as well as specific aptitudes. The purpose of Phase One is to help the student see what sort of a person he is, what his needs and weaknesses are, and where his strengths lie, and sum up what he wants out of life.

Phase Two attempts to select

of life.

Phase Two attempts to select seemingly suitable occupations and majors or academic programs which would lead to those fields.

By properly executing the examinations and getting the most out of his interviews a student can find the "best-fitting" plan for his personal education and occupation.

AWS Prepares Hall Rules

Dormitory policies and regulations are set up by the Association of Women Students. Each woman is expected to comply with these

regulations.

Each residence hall has a counselor and a trained student staff composed of the student body.

The W.R.C. is composed of two representatives from each hall. These students plan various types of activities including socials for the students and faculty. They also establish some of the regulations such as quiet hours.

A scholarship is given to both upper and lower classmen from each hall. Also a special dinner is given to the students with 2.5 averages.

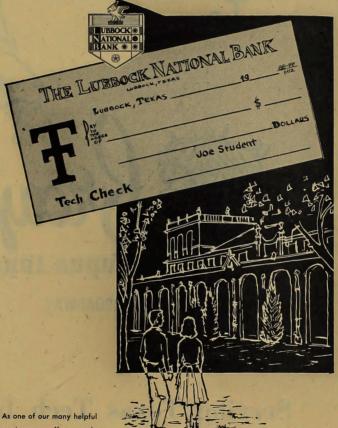
averages.

Mixers and an intermural program is part of the entertainment on campus.

Tech has a special religious program as well as devotional services once a week.

WELCOME TO TECH

Tech Checks Save You Money!



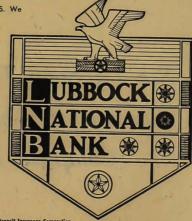
services, we offer you these

personalized checks printed in Texas Tech colors emblazoned with the double T. Our exclusive

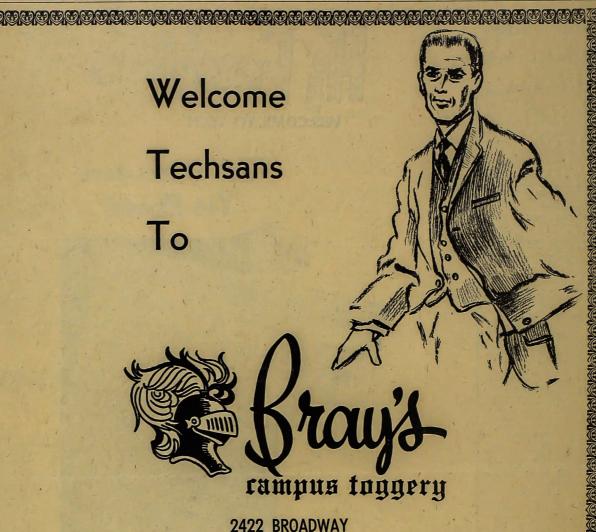
TECH CHECK account has no service charge and no minimum balance is required. The ONLY expenditure is \$1.25

for 25 fully personalized TECH CHECKS. We

invite you to open your special checking account now.



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Serving Texas Tech In Fine Men's Wear For 24 Years

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Specials in Conjunction With Our

Complete Remodeling