

Traditions Play an Important Part in Tech Life

Traditions are a vital part of every college and Tech is no different. Tech traditions are many and varied. Some are still in existence and others are only memories.

President Welcomes Entering Freshmen

GREETINGS TO THE CLASS OF 1962

You are about to begin what can be the greatest adventure of your life. Think of it—four years during which your most important job is to develop your minds! Never again in your entire lives will you have the opportunity to put self-development ahead of every other consideration.

Whether these four years do become a great and rewarding adventure for you is entirely up to you, however. Even if Texas Tech wanted to educate you, we could not possibly do that, for only you can educate yourself. That is something that no one can do for you. A faculty can only try to guide you toward learning what is more important rather than less, can point out ways in which you can increase the efficiency with which you learn, can point out blind alleys which are not worth the time and effort to travel, can try to help you understand the significance of the facts and insights which you will learn.

One other word about learning. You begin learning as soon as you are born, and you do not stop learning until you die unless you yourself put a stop to the process somewhere along the way. Feeding the mind is like feeding the body. No one has yet invented a meal which, when you have eaten it, will make it unnecessary ever to eat again; if you want to keep alive, you must keep on eating—fairly regularly, too. Neither has any college faculty invented a curriculum which, when you have completed it and received a degree, makes you educated for life. If you want to keep alive mentally, you must keep on learning so long as you live.

In these next four years Texas Tech can only try to help you learn what kind of mental diet can make your mind healthy, vigorous, and effective, and to learn how you may obtain this kind of a diet. Whether you partake of this diet is entirely up to you. If you do, then you will earn rich returns, so long as you live, on the time and money you are about to invest in yourselves.

On behalf of the faculty I bid you a cordial welcome. All of us are all for you.

Cordially,
E. N. Jones, President



NEW CROP — The annual invasion of Tech by youthful beauties is underway again. Melinda "Mo" Harrison, journalism major from Dallas, is a typical example of the freshmen coeds who are turning the heads of the male population on campus.

For the first seven years it was the custom to hold a sunrise prayer service on Easter morning. This was when there was no Easter vacation and most of the students were on campus. But, with the coming of the Easter vacation, this tradition failed and died.

ANOTHER HOLIDAY custom—that of singing carols in the Ad. Building corridors between classes during the pre-Christmas celebration was popular for a while then died down.

But, on the other hand, a tradition which started the first Christmas at Tech is still a part of all formal occasions. This is the singing of "O College Mother Beautiful" to the tune of "America the Beautiful."

The tradition of the senior gift was started by the class of 1929. Since that time gifts are presented to the college by each graduating class.

THE CLASS of 1931 presented the Double T Bench and located it on the Ad. Building green. Along with the bench was a rule

that no freshman could sit on the bench since only someone with one year at Tech behind him had the experience and maturity necessary to be permitted to sit there.

The rule was generally enforced by upperclassmen and obeyed by the "fish" except when they thought they could repose on it and suffer no ill effects later. Today, however, the tradition has almost entirely disappeared.

THE VICTORY BELLS, a gift of the class of '36, have a very graphic history. The bells are to be rung not only for football triumphs, but other intercollegiate activities as well.

However Saddle Tramp Arch Lamb, having overheard some un-sportsmanlike conversation between two TCU fans, promised that should Tech win, the Victory Bells would ring all night. Final score was Tech-7, TCU-0.

UNFORTUNATELY only Techs were kept up since the TCU

fans spent the night out of earshot. That same year a 30 minute time limit was set on the ringing of the bells.

The Saddle Tramps are responsible for yet another of Tech's traditions—that of the Red Raider galloping around the football field before the entrance of the two teams. The first horse was a Palmino Stallion named Silver.

THE DOUBLE T sign which is symbolic of the spirit of the men and women who have made Tech, was the gift of the class of 1938. The sign now rests on the East side of the football stadium.

Another tradition will be established this year with the presentation of the Saddle Tramp Circle. It will be the site of all future pep rallies and Bonfires. The tradition of never stepping on the Red Raider emblem on the Circle has been suggested by President E. N. Jones.

Toreador For Freshmen

Thursday, Sept. 18, 1958

SECTION III

Vol. 34

Local Church Groups Schedule Activities

Many activities are being planned for Tech students by various church denominations who are represented by student centers located near the Tech campus.

Bible courses for credit will be taught in the various student centers by their directors.

THE WESTMINSTER Fellowship (Presbyterian) is sponsoring an all-campus Christian leadership retreat Sept. 27 and 28 at Ceta Canyon. Harry Stewart Walker of the Tech economics department will be the keynote speaker.

Discussion leaders are Jim Thompson, president of the Tech Union, David Steinman, vice president of the Student Council, and Gayland Pool, president of the BSO. Application forms may be obtained at the Tech Union newsstand, Dean of Student Life's office, and the Westminister House.

Other activities of the Westminister Fellowship at 2414 13th St. are open house, tonight at 7:30, Thursday noon forum, and a Tech Mr. and Mrs. Club for married students which meets at the First Presbyterian Church.

SUNDAY events are supper at 5:30 p.m., program at 6:15 p.m., and recreation at 7 p.m. Worship services are held at 11:30 a.m. on Tuesday and 5:15 p.m. on Wednesday.

Open house at the Newman Club, Catholic students' organization, will be at 7:30 p.m. today.

Music will be provided by the "Four Teens" and the speaker will be Father Halfman.

The first meeting of the Newman Club, 2305 Main St., will be Sunday night at 7:30. The Newman Club also has Morning Mass daily at 7 a.m.

THE CHURCH of Christ Bible Chair at 2406 Broadway is sponsoring open house at 8 p.m. tonight. A daily devotional is given at the Bible Chair at 6:40 p.m. Another activity is a devotional and snack period at 5 p.m. on Sundays.

Open house at the Canterbury Club, Episcopal student group, located at 2406 16th St. will also be at 8 p.m. tonight. Sunday night at 6:30 is the time set for worship, fellowship and supper.

Holy Communion Service is held at 7 a.m. Wednesdays and is followed by breakfast at 7:30. The hour of 4-5 on Saturday afternoons is reserved for conferences with students.

THE WESLEY Foundation for Methodist students at 2420 15th St. is inviting Methodists to Ceta Canyon for a planning retreat Sept. 19 and 20. Sunday activities at the Wesley Foundation include supper at 5:30 p.m., fellowship groups at the local Lubbock churches at 6:30 p.m., and Wesley Friendly at 9 p.m.

Wesley Thursday at 7:15 p.m. on that day is a period for discussion, speaker or a panel. Morning Watch, beginning Monday, is a daily devotional period at 7:30 a.m.

Wesley Players, sponsored by the Wesley Foundation, is a religious drama group open to all Tech students. It meets the first and third Sundays at 4 p.m. Open houses will be given by the local Lubbock churches.

ST. JOHN'S Methodist's open house is at 7:30 tonight and the theme of the party is "Footsteps." A bus for open house at the First Methodist Church will pick up students in front of the Administration Building at 7:45 p.m.

The party will begin at 8 p.m. The Asbury Methodist Church will also have open house at 8 p.m.

THEME OF THE 7:30 p.m. open house at the Christian Student Center, 2318 13th St., is "Around the World in 80 Minutes." Sunday night activities of the Disciples Student Fellowship are a snack at 5:30 p.m., study program at 6 p.m. and a twice monthly "linger-longer," which is a recreation program in the homes of various Lubbock families.

The Baptist Student Union program features Morning Watch every day at 7:30 a.m. and daily Vespers at 6:30 p.m. It is located at 2401 13th St. College Avenue Baptist is using a "Fairyland" theme for their open house at 8 p.m. tonight.

The First Baptist Church is giving an old-fashioned "Medicine Show" featuring a Negro minstrel at their 8 p.m. open house.

THE LUTHERAN Student Center at 1508 Ave. X and the Christian Science Organization at 2202 Broadway also have activities planned for Tech students.

The Matador Song

Fight Matadors for Tech
Songs of love we'll sing to you
Bear our banners far and wide
Ever to be our pride
Fearless champions ever be
Stand on heights of victory
Strive for honor ever more
Long live the Matador

Tech Students Flock To Union Building

The most popular building on a college's campus is not necessarily the one that seats the largest number of students. If that were true, the vote probably would have to go to one of the classroom buildings.

INSTEAD, judgment must be placed on the basis of where the students flock during the hours between class periods—or during class periods even.

At Texas Tech, the winner is undoubtedly the Tech Union.

Here, the Program Committee is constantly planning new recreations for students of every taste.

PLANNED for the fall semester are the personal appearances

of Stan Kenton and the Four Freshmen. Also a World Series TV party is planned. A television set will be placed in one of the large service rooms on an elevated platform and accommodations made for as many viewers as possible. Coffee and donuts will be served.

Larke Ann Harrington, Union program director, extends invitations to all organizations needing advice in planning entertainment and advertisement for various gatherings. She has a complete listing of all bands and an approximate listing of their prices.

Room space for meeting may be obtained in the Tech Union Office.



We'd like you to know the members of our
COLLEGE FASHION ADVISORY BOARD

- (1) Lynne Hutton, Alpha Phi (2) Helen Fields, Zeta Tau Alpha (3) Carolyn Symes, Alpha Chi Omega
(4) Ruth Sewell, Gamma Phi Beta (5) Kay Moseley, Delta Gamma (6) Mary Pfingsten, Independent
(7) Barbara Underwood, Pi Beta Phi (8) Kathy White, Delta Delta Delta (9) Marilyn Warren, Kappa
Alpha Theta (10) Mary Sue Robbins, Kappa Kappa Gamma (11) Marsha Dowdy, Sigma Kappa

WE'RE PROUD TO HAVE THESE LOVELY GIRLS REPRESENT US ON THE TECH CAMPUS...WE GO TO THEM FOR FIRST HAND ADVISE ON THE FASION WISHES OF YOU CO-EDS...PLEASE LET THEM KNOW ANY OPINIONS YOU MIGHT HAVE THAT WOULD HELP US TO SERVE YOU BETTER.

Dr. Larson From L

Dr. P. Merville Larson, Technical speech department head, resumed his teaching duties here in Denmark after a year's stay in Denmark where he held a Fulbright lectureship at Haslev on the Danish island of Zealand.

The trip afforded Larson the opportunity to brush up on a language he had not spoken regularly since 1918 when he moved from the small farm community of Denmark, Kans.

HIS FATHER and both his maternal and paternal grandparents were born in the "butter and egg basket" of Europe.

"My teaching grant was as a lecturer in American civilization," Larson said, "but a good deal of my work was helping Danish teachers who taught English in the schools."

In Haslev, a community of about 7,000 persons, Larson taught in a teacher training college and a gymnasium (high school), but most of his work was in the Advanced Folk School for adult education.

"THE FOLK SCHOOL had approximately 115 students ranging from 18 years to 62 years of age. The students attend five months terms for liberal arts subjects at this school which was similar to our adult education program," Larson said.

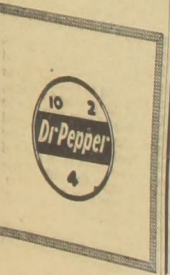
He learned that in spite of the U. S. Information Agency's outstanding job of interpreting America to the Danes, many of the students think jazz is the only American music.

"In order to correct that impression I checked out records from the American library in Copenhagen and played them in some of my classes. Later I put them in the student lounge so they could play them at their leisure," he said.

INCLUDED in the record selections were spirituals and American symphonies, and the project got the full endorsement of Val Peterson, U. S. Ambassador to Denmark, when he visited Larson at the school.

Before returning to the U.S., Dr. and Mrs. Larson visited the World's Fair in Brussels, and found time to travel through Ger-

FROSH!
back the
Raiders
attend the
Pep Rally
Friday



Dr. Larson Returns From Denmark Visit

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many, Switzerland, Italy, France, Luxembourg, Belgium, Holland, Norway and Sweden. Also Larson was able to locate relatives living on the farm where his grandfather had lived.

"I WAS able to bring back an old day book my grandfather kept in 1870 while attending an agriculture school," Larson said. He located the country school his father attended and discovered it had only two teachers in 90 year's time.

"One taught 40 years and the other 50!"

Larson was impressed with the Danish custom of celebrating the Fourth of July at Ribald Park. "It's the largest celebration of July 4th outside the U.S., he said.

THE CELEBRATION has been held for nearly 50 years and thousands of Danish-born Americans and Americans of Danish ancestry attend. A banquet, parade and huge display of fireworks are included in the festivities.

Miss Kitty Jensen, 20, returned home with the Larsons and will stay with them in Lubbock under

the American - Scandinavian Foundation's trainee program.

A former Copenhagen office worker, Miss Jensen will work in the office of a local funeral home to learn about American office methods.

Fight Raiders Fight

Fight Raiders Fight
Fight Raiders Fight
Fight for the school you love so dearly

You'll hit'em high
You'll hit'em low
You'll push the ball across the goal.

Tech Fight Fight
We'll praise your name
Boast you to fame
Fight for the Scarlet and the black

You will hit'em
You will reck'em
HITEM RECK'EM TEXAS TECH
And the victory bells will ring out.



HARD AT WORK—One of the busiest places on campus during the year is the campus post office.

Welcome Back

from



Clyde



Chester



Dave

Let us welcome you back to Tech, we are looking forward to serving you for another year. We are deeply sorry we didn't have your Calendars in your room waiting for you, starting this year, we are not allowed to do it. **BUT** we have them for you in our Store — **FREE** to anyone.

Lowest Prices on New & Used Textbooks

Varsity

BOOK STORE

Free Parking

Behind

Store

FROSH!
back the
Raiders
attend the
Pep Rally
Friday



Chi Omega
Independent
Sigma Kappa
Kappa

US...WE GO TO
PLEASE LET THEM
LETTER.

THE TREADOR

THE TEXAS TECHNOLOGICAL COLLEGE

Editorial Page

Freshmen - Develop The Right Attitude

FRESHMEN — you are about to embark on one of the greatest experiences of your life. Your college career will bring out your best qualities, and at times, your worst qualities.

Now is the time to develop the right attitude for the next four or five years ahead of you. This attitude should be one toward a way of life, an attitude which you can apply toward your academic work as well as your activities outside this realm.

★ ★ ★ ★

To start the school year, you should prepare a rough schedule and stick to it closely as possible. It should include a time for attending classes, a time for studying each individual course, a time for recreation and a time for sleep.

It is hard to decide which of these is most important, but the time for attending classes is already set, as is sleep, generally. Recreation more or less comes naturally, so the most emphasis should be placed on proper study habits.

Most of you have said, before coming to Tech, that "I am really going to get down and study hard." This is good, that is, if you follow through with it.

More than likely most of you will be riding on the seventh cloud by the time classes start, and it will be rather difficult to come back to earth. The best suggestion here is that when classes start, have a set time to really buckle down and hit the books in every course. Study some on your lessons every day, and keep up.

★ ★ ★ ★

In the past, some students have resorted to cheating instead of studying. For your information, this sort of thing is strongly discouraged at Texas Tech. While you are freshmen, you can dismiss the idea of cheating from your mind, and then you won't be bothered by it later on.

Drastic action was needed at Tech last year in regard to the cheating problem, and drastic action was taken. This problem was placed under the heading of "Academic Discipline," as separate from "Non-academic Discipline."

This placed the full responsibility of discipline on the individual instructor. Before a report is made out on a student for cheating, the instructor is required to notify the student, and then have consultation with him on the matter.

If, after talking to the student, the instructor is sure that cheating has occurred, he will be required to register an "F" in the course for that student. If the student gets two "F's," he will be suspended from school, the time of suspension being controlled by the severity of the offense.

This will be strictly enforced. Immediately after a report is made out on a student, one copy will go to a permanent file. If the student ever gets another report for cheating, the suspension will be automatic.

★ ★ ★ ★

The fact that the instructor has to send one report to his department head on each case will serve as a check to see that he does not become haphazard in these actions. Do not think that the instructors will be kind-hearted enough not to report you when you are caught cheating. You are now in a grown-up world. The instructors have their job to perform as do you.

As you know, you are just beginning college. From here on out it will be an individual matter in regard to the question, "Will I make it?" The answer to this question is, "With the right attitude toward studying and without thinking of cheating as a means to an end, I will make it."

two party Fish Gals, Watch Out

mccarty

Freshmen girls, whether you know it or not you are now under the protective custody of the Junior and Senior men. They actually don't know what they are protecting you from, nevertheless they will be turning out in large numbers wherever you are living and will be making themselves available as fatherly escorts.

I really don't think they have anything on their mind but giving a little parental guidance to you uninformed youngsters, but a few of them may have hidden motives, so take advantage of the motives and have a ball.

It was quite interesting Sunday watching the Slime girls moving into Drane, and all the extra-curricular activities that went with moving in.

The first thing I noticed was the presence, as always, of Tech athletes. When the girls first started moving in, they were very handy with their muscles, moving trunks up the stairs and assisting in various ways.

Soon, however, their interest from this began to wane, and in the entrance, around the switchboard and on the front lawn the athletes began to congregate and woo the little women. They became quite successful at this, and did nothing else.

One big center for the Red Raiders actually put his hand over his eyes to keep from seeing a little gal carrying a gigantic box.

The general conversation around Drane was amusing. The statements about the new crop of freshmen girls ran from, "Why, they don't look fourteen years old," to "My gosh! she's a foot taller than I am." The general consensus was that there had been better and there had been worse, but this is going to be pretty long year.

I overheard one conversation, a one-way conversation where an upperclassman was telling a few guys his experience with the new traffic set-up in front of the girls dorms. It goes as follows:

"Well, you see, I was coming down that road over there and I turned in like I did last year and was I blaring it right about there, (pointing) when this campus cop on this World War I motorcycle comes up to me and says, 'which way are you going?,' and I said, 'can't you tell!' (there was a hee-haw from the group), and he looks at me kinda funny, and 'then' tells me it is a one-way street."

Seriously Freshmen, this is the time to take a forward look and decide not only what Texas Tech has for you, but what you have for Texas Tech. From time to time you will have the opportunity to serve in some capacity so that it will be beneficial to the school as a whole.

The first opportunities you will have are the Freshmen class offices, Freshman Council, Freshman Cheerleader positions, committee work with the Student Union and boasting all of Tech athletic activities. The following is an oft quoted phrase, but it is still fundamental: "You get out of something what you put into it."



—SO TIRED TODAY I ALMOST FELT ASLEEP IN CLASS.

Dean Introduces Tech to Freshmen

Pre-registration, orientation and registration were planned to make easy and efficient the entrance of freshmen students to Texas Tech. Our past experience has helped to prepare us for all the problems which the new student is likely to meet in the enrollment process.

WE FEEL THAT YOUR INTRODUCTION to Texas Tech is truly an introduction to the administrators of the College, to student government and activities, and to the campus. Your knowledge of both the place that forms the setting, the people who set the policies, and the plan of the organization of your college will help you in your adaptation to the way it works and the objective which it shares with you—an education. Later when you begin your classes and meet your professors, you will already have a great deal of understanding in common with them.

MUCH OF YOUR FIRST THREE DAYS at Tech have been taken up with the administering of objective tests, which will be of assistance in your registration, and with your being informed on how your college works and the various agencies through which it assists you. As you meet and know the administrators of the college, the student body leaders, and the plan through which the college processes work, you should quickly begin to feel a part of Tech and a degree of confidence in it and yourself in the process of education on which you will be embarking.

THESE ARE NOT THE EASIEST TIMES in which to get a college education, but with your full and active cooperation, the faculty and staff of your college should be able to give you an adequate opportunity for securing your education.

MORE THAN EVER BEFORE the success you achieve here will depend upon your initiative and sense of responsibility, both of which will grow as you exercise them. You will appreciate and gain from your acceptance as a mature person. In this way, the greater responsibility you have will contribute significantly to your development, as a citizen, as a person, and as a student.

James G. Allen
Dean of Student Life

Student Body Prexy Welcomes Slimes

It becomes my privilege, as president of the Student Association of Texas Tech, to welcome you as members of the 1958-59 Freshman Class. As mechanical as it might seem to attend college, we are the recipients of a rare opportunity. We often take these benefits for granted, rather than realizing the full significance of the success we now enjoy.

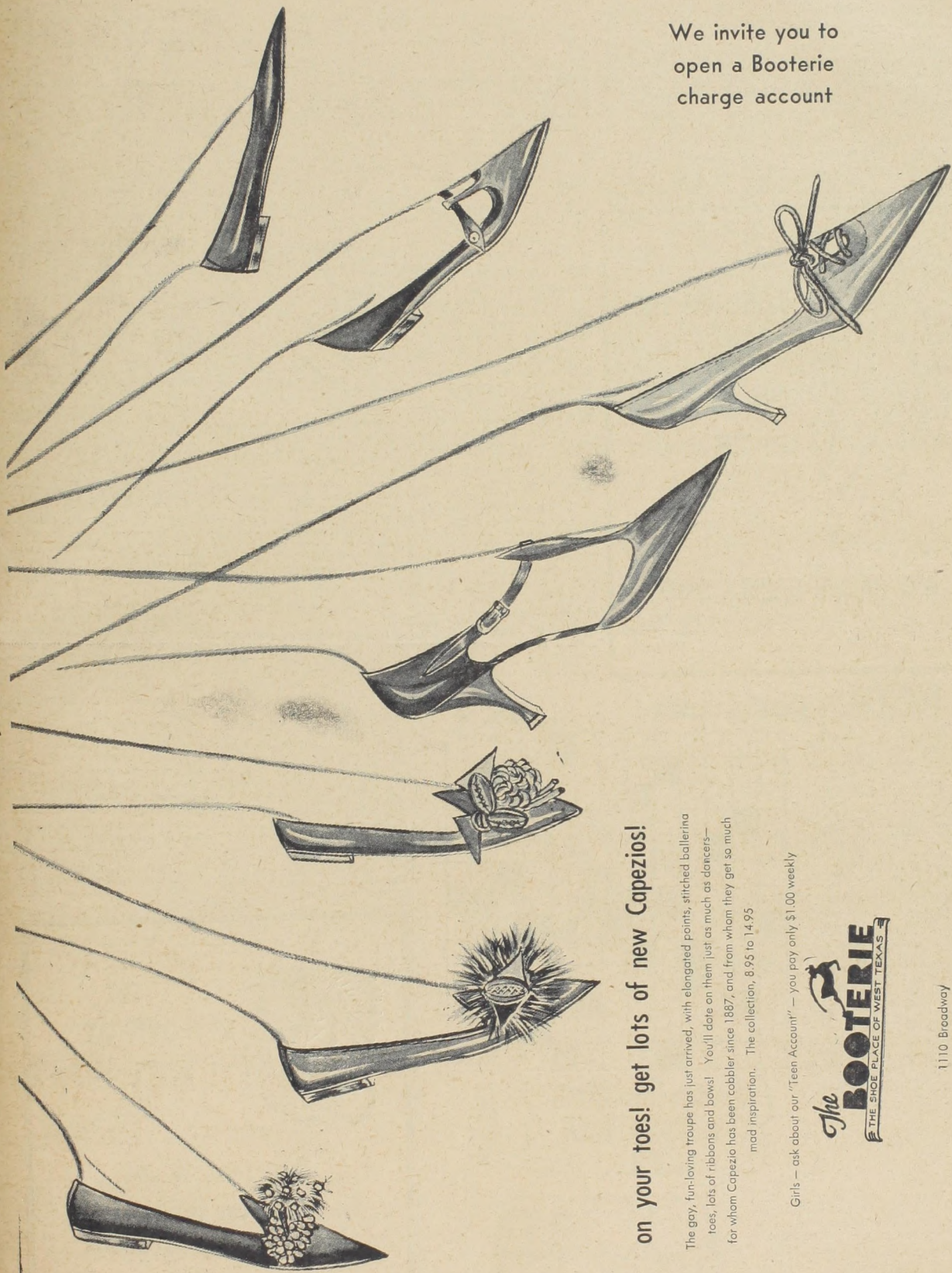
Not only have you become members of the 1958-59 Freshman Class, but you have also become members of a very competitive and productive society. This competition will be made of your fellow

workers in highly technical fields. In order to meet these growing needs, more and more qualified students must be graduated from our colleges and universities each year.

Texas Tech is equipped to produce these needed graduates, and we feel proud to welcome you as a part of this growing institution. The merits of your class will be proven during the next several years. Freshman classes year after year have refused to be satisfied with the accomplishments of previous classes; thus we are constantly witnesses to an ever changing Texas Tech.

Donnell Echols, President
Tech Student Association

We invite you to
open a Booterie
charge account



on your toes! get lots of new Capezios!

The gay, fun-loving troupe has just arrived, with elongated points, stitched ballerina toes, lots of ribbons and bows! You'll date on them just as much as dancers—for whom Capezio has been cobbler since 1887, and from whom they get so much mad inspiration. The collection, 8.95 to 14.95

Girls — ask about our "Teen Account" — you pay only \$1.00 weekly



1110 Broadway



ASLEEP IN CLASS!

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reshmen students to Texas
prepare us for all the prob-
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great deal of understanding

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as Tech is equipped to pro-
these needed graduates, and
el proud to welcome you as
t of this growing institution.

Freshman classes year after
have refused to be satisfied
the accomplishments of pre-
classes; thus we are con-
ly witnesses to an ever chang-
Texas Tech.
Donnet Echols, President
Tech Student Association

Six Faculty Members Receive Doctorates

According to the latest available information from the President's office six 1957-58 faculty members received their doctorate during the spring and summer semesters of 1958 and will be on staff this year.

They are Dr. Florence Phillips, Dean of Women; Dr. Elaine Emesette Boney, Ass't Professor of Foreign Languages; Dr. Mary Sue Carlock, Ass't Professor of English; Dr. Rae Lawrence Harris, Jr., Ass't Professor of Geology; Dr. William J. Hughes, Instruc-

tor in History and Dr. Bernard A. Landes, Ass't Professor of Speech.

FACULTY MEMBERS returning from leave and who will be on staff this year are Dr. Paul Merville Larson, Professor and head of the speech department. Dr. Larson was in Denmark during the 1957-58 academic year on a Fulbright Lectureship.

Gilford William Cox, Ass't Professor of Accounting, did graduate work in the School of Business Administration at the University

of Texas during the 1957-58 academic year.

Harry Stuart Walker, Director of the Business Research Bureau and Ass't Professor of Economics, Walker received a Danforth Fellowship for graduate study at the University of Colorado during the 1957-58 academic year.

MISS MARY B. DABNEY, Professor and Head Department of Health, Physical Education and Recreation for Women, Miss Dabney has been on leave since Feb. 1, 1958.

New faculty members are Dr. Jessie Bateman, home economics; Edmond MacCollin, Architecture and Allied Arts; James Clark, Architecture and Allied Arts; James Howze, Architecture and Allied Arts; Charles Mgebroff, Architecture and Allied Arts; Weldon Aldridge, Civil Engineering; Elbert LeFevre Jr., Civil Engineering; Billy Scherr, Civil Engineering; James McDonald, Civil Engineering; Jack Johnson, Electrical Engineering; Dr. Richard Dudek, Industrial Engineering and Engineering Drawing; Robert Reeves, Industrial Engineering and Engineering Drawing; Charles Dumis, Mechanical Engineering; Jimmie Gentry, Mechanical Engineering; James Rodgers, Petroleum Engineering.

CHARLES TREKELL, Business Education and Secretarial Administration; Dr. Elsie Bodeman, Biology; Billy Cumbie, Biology; Mrs. Gail Henderson, Biology; Derl Brooks, Biology; David Groves, Chemistry and Chemical Engineering; John Godfrey, Jr., English; Floyd Eddleman, English; Mrs. Carol Hilton, English; George Young, English; Dr. Harley Oberhelman, Foreign Languages; Dr. Edward Sturm, Geology; William Miller, Geology; Robert Burton, Geology; Richard Strout, Government; Herbert Werlin,

Government; Dr. John Cobb Jr., Physical Education; Miss Henry Etta Davis, Physical Education.

Dr. Earl Koos, Sociology; Dr. George Jones, History; Dr. Julius Rivera, Sociology; Dr. David Kelley, Anthropology; Dr. Earl Gilmore, Mathematics; John Caskey, Mathematics; Miss Martha Hayes, Mathematics; Mrs. Charlotte Sewelberger, Mathematics; Mrs. Sarah Ann Kennedy, Mathematics; Mrs. Shirley Ann Harris, Mathematics; Robert Deahl, Music; Dr. Henry Thomas, Physics; Willie Phillips, Physics; Leonard Clark, Physics; Dr. Aldrena Cobb, Psychology.

WALTER ROGERS, Agricultural Economics; Joseph Jones, Agricultural Engineering; John Hunter, Agronomy.

The following list of names are composed of new part time faculty, teaching faculty and other staff members.

School of Agriculture: Delmar Lee Daniel, Agronomy; Koy Neelsey, Animal Husbandry; James Morgan, Dairy Industry; George McDuff, Horticulture and Park Management.

SCHOOL OF Arts and Sciences: Johnny George, Biology; Miss Jesse Lee Hillman, Biology; Everett Stewart, Chemistry; Joseph Kieffer, Chemistry; Ray Lewis, Chemistry; Lyle Nesbitt, Chemistry; Robert Snell, Chemistry; Don Duenkel, Chemistry; Jean Neal Jr., Chemistry; Benne Gunn, Chemistry; Dr. Clarice D. Wills, Education; Thomas Carruth, Education; John Morlan, Education; Mrs. Nancy Boze, English; Mrs. Arvella Hefley, English; Mrs. Ruth Todasco, English; Mrs. Janet Wall, English; Ralph Varvel, English.

Melvin Harper, Geology; Thomas Cullinan, Geology; Vestal Yates, Geology; Robert Rooker, Government; Richard Wells, Government; Peter Snow, Government; Col. Charles Scott, Mathematics; Mrs. Shirley Rekers, Mathematics; Miss Glenda Calvert, Mathematics; Donald Jordan, Mathematics; Lee Kennedy, Mathematics; Blakley Fargason, Mathematics; Verdell Turner, Mathematics; Jerry Lester, Mathematics; Gerre Hancock, Music; Frederick Sage III, Physics; Dr. Friedrich Smola, Physics; and Robert Graham, Psychology.

SCHOOL OF Business Administration: Everett B. Heins, Accounting; James Pattillo, Accounting; Irwin Jarett, Accounting; Mark Hagstrom, Accounting;

Richard Spears, Accounting; Dale Gibbs, Accounting; Robert Rouse, Finance and Economics.

WILLIAM ARMSTRONG, Finance; Mrs. Ruth Branum, Business Education; Miss Marlyn Wiswall, Business Education; Gordon Golder, Economics; John Wright, Economics; Rex Webster, Marketing; Robert Miller Jr., Marketing; and David Longe, Marketing.

School of Engineering: John Reid, Civil Engineering; George Breeland, Electrical Engineering; Lee Lindenmeier, Industrial Engineering; and Hilbert Martin, Industrial Engineering.

SCHOOL OF Arts and Sciences (Bible): Rev. Robert M. Platt and Rev. Wayne Harris.

Air Science: Major William W. Wilson and Captain Billy J. Williams.

Military Science and Tactics: Sergeant Andrew W. Bass, Sergeant Dell Carter and Sergeant First Class Roy Sharp.

COLLEGE LIBRARY: Miss Edith Davidson, Circulation Librarian; Miss Thomas Sanders Whiteley, Ass't Circulation Librarian; Mrs. Leoma H. Rasor, Order Librarian; and Charles Huey, Ass't Reference Librarian.

Organized Research: Dr. William Wright Milstead.

Intercollegiate Athletics: J. T. King, Ass't Coach; Joe Kerbel, Ass't Coach; Don Sparks, Health, Physical Education and Recreation for Men.


DORMITORY STAFF Food Service: Mrs. Betty H. Brashears, Mrs. Mildred Bray, Mrs. Laverne Meacham, Mrs. Nikki Ractliffe, Mrs. Hazel Hughes, Mrs. Patricia Ann Hill, and Miss Jerrie Ivy.

DORMITORY STAFF Supervision: John Bayne, Sneed Hall; Donald Phillips, Men's dormitory number five; William Felten, Bledsoe; Thomas Adams Jr., men's dormitory number six; Mrs. Caroline Bosworth, Doak Hall; and Mrs. Sarah Burden, Relief Counselor. Museum: Jerry Porter, Curator of Education.

Bore: a person who talks when you wish him to listen.

Labor: one of the processes by which A acquires property for B.

I've often had to notice that a man'll sometimes do the foolishlest thing or meanest thing in his hull life after he's dead.



BRING ON THE GIRLS!
I'VE JUST BEEN TO THE

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KOOL CROSSWORD No. 1

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| 49 | 50 | | | | | 51 | | | 52 |
| 53 | | | | 54 | | | | | 55 |

ACROSS

- Marilyn's first picture
- "Are you Kool" to Krack this?
- A place for cold potatoes
- Way to speak
- Hall of mine
- Vintage suds
- Willie in person
- Sign of success
- Dog star
- French connective
- Canadian import, liquid
- What they do in Virginia
- Hollywood word for "good"
- Ballplayer (abbr.)
- Lynne
- First word of "Star-Spangled Banner"
- Willie's pond
- Products of Madison Ave.
- Oranges and hotels grow here (abbr.)
- Pogo in person
- Coney or Cee (abbr.)
- What an 8 cylinder "bomb" does to gas
- and behold
- A tree, part large, part lurch
- Don
- Cool adjective for Kool
- Ballplayer's report card
- It rides on many a horse
- Part of pajamas
- Genre of jazz
- Kind of bone

DOWN

- Matrimonial agency
- The Barefoot Contessa
- Marilyn's trademark
- Bug; de-strength
- Legal pickup artist
- Hen spot
- A shad's legacy
- Lucia di Lammermoor's boy friend
- What a fraternity pin does
- Student's nightmare
- Where to meet Irene Dunne
- First name of a cowardly beer
- Kind of less
- Where to find blazes
- Bake with cream or in a cream sauce
- Kind of beer
- Backward psychiatrist
- Traveling secretary
- How Kools feel to your throat
- Who's on —?
- Kind of wise (jumbled)
- Letter finale (2 words)
- What she says when pinched
- Drinking place
- Erskine Caldwell's property
- Melodic tool (jumbled)
- Ballplayer's report card
- Most unpopular word on a date
- Jayne's kind of appeal

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Enjoy the most refreshing experience in smoking. Smoke KOOL... with mild, mild menthol... for a cleaner, fresher taste all through the day!

ANSWER on Pg. 8, Sec. I

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SAYS

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West 1 Boasts

A racing sand storm was blowing over the Texas Tech campus on March 27, 1929, when a group of students decided to launch a preliminary meeting to establish a museum.

The meeting had been called for the signatures of Dr. Joe Gentry, head of Tech's history department; Drs. L. T. Patton, M. A. Stainbrook of the geology department; Cecil Home of the journalism department; H. F. Carroll of the history department; and Dean Mary W. Doak. Gentry acted as chairman. Mary Dale Buckner served as temporary secretary.

DEAN DOAK'S REPORT her visit to the British Museum inspired the group to take steps to form a museum on the campus, recalls Howard Han. Han, current president of the West Texas Museum Ass'n. The group held an organizational meeting on May 2, 1929.

Sixty-nine charter members of the museum were elected at the annual dues of one dollar. The first year of existence of the Plains Museum Society, organized along the lines of a United States Museum.

THE FIRST COLLECTIONS were donated to the museum by S. K. Byrum. Included in the collection were a Dufur old oak saddle and other hand-crafted items. For a number of years these articles together with other historical material, came in from time to time kept in the attic of the building.

The Plains Museum Society changed into the West Texas Museum on June 12, 1935, in that the organization might send a much larger area. Seven counties of Texas county in the memorable "March of '02" in 1935 which resulted in the allocation of \$25,000 in Centennial funds for a museum building. Lubbock. Although this was a fraction of the original amount it was accepted by the Museum Association and the Lubbock Chamber of Commerce became possible the construction of the Museum basement or "floor unit."

THE CONTRACT was let by G. McMillan, Lubbock contractor who followed the architect plans drawn much earlier by Professor Kleinschmidt and members of his department. Ground broken on Sept. 23, 1936, a completed basement was ready for occupancy on Jan. 9, 1937. Formal opening took place March 5, when Lt. Gov. Wood, Chairman of the Central Commission of Control of the presentation to Prof. Bradford Knapp.

Are You NO MATTER WHAT IN DALLAS... You must... The most v show of ALL screen in T... RODGERS and HAMMER SOUTH PAC MATINEES - W NIGHTS Wynn WINDWOOD VILLAGE

West Texas Museum Boasts Varied Items

A faging sand storm was sweeping over the Texas Tech campus on March 27, 1929, when a small group braved the weather to hold a preliminary meeting which launched the definite plan to establish a museum.

The meeting had been called under the signatures of Dr. John C. Granberry, head of Tech's history department; Drs. L. T. Patton and M. A. Stainbrook of the geology department; Cecil Horne of the journalism department; H. Bailey Carroll of the history department; and Dean Mary W. Doak. Dr. Cranberry acted as chairman and Mary Dale Buckner served as temporary secretary.

DEAN DOAK'S REPORT of her visit to the British Museum inspired the group to take action to form a museum on the Tech campus, recalls Howard Hampton, current president of the West Texas Museum Ass'n. The pioneer group held an organizational meeting on May 2, 1929.

Sixty-nine charter members paid annual dues of one dollar during the first year of existence for the Plains Museum Society, organized along the lines of a University Museum.

THE FIRST COLLECTION of items was donated to the Museum by S. K. Bynum. Included were a son-of-a-gun pot, a Dutch oven, an old pack saddle and several branding irons. For a number of years these articles together with other historical material which came in from time to time were kept in the attic of the Chemistry Building.

The Plains Museum Society was changed into the West Texas Museum on June 12, 1935, in order that the organization might represent a much larger area. Sixty-seven counties of Texas cooperated in the memorable "March on Austin" in 1935 which resulted in the allocation of \$25,000 in Centennial funds for a museum building in Lubbock. Although this was but a fraction of the original request, it was accepted by the Museum Association and the Lubbock Chamber of Commerce because it made possible the construction of the Museum basement or "ground floor unit."

THE CONTRACT was let to W. G. McMillan, Lubbock contractor who followed the architectural plans drawn much earlier by Professor Kleinschmidt and members of his department. Ground was broken on Sept. 23, 1936, and the completed basement was ready for occupancy on Jan. 9, 1937. The formal opening took place on March 5, when Lt. Gov. Walter Woodul, Chairman of the Centennial Commission of Control, made the presentation to President Bradford Knapp.

Only a small sign indicated that this ground-floor unit was more than a strange looking hole in the ground. For several years the threat to "jump off the Museum" was a standing campus joke among students. It was often used in letters requesting an extra \$5 from home or for reconciliation with the home-town sweetheart left behind.

IN SPITE OF its unpretentious appearance, the basement Museum, consisting of 8,000 square feet, was visited by an estimated 35,000 persons a year. Historical ethnological, archaeological and paleontological collections were slowly accumulated.

Dedicated to preserving and encouraging the pioneer tradition of this area and to fulfilling the cultural needs of the people, the West Texas Museum as Texas Tech has evolved from the original strictly University Museum which had its humble beginning in 1929 into a general Public Museum of ever-widening scope and influence.

SINCE THE MODERN period, beginning with the opening of the present building in 1950, the Museum has expanded into a community center emphasizing historical, cultural and educational interests of the South Plains residents. Howard Hampton, president of the Museum Ass'n, has pointed out: "In pursuing its objectives, the Museum has broadened the perspective of large numbers of people in our region through the media of exhibitions, lectures, films, guided tours and special projects," Hampton said.

It has served as a clearing house for information on history and anthropology. It has enriched the lives of many individuals with art, history and music programs and has worked toward building an appreciation of the arts in this community."

THE POPULAR South Plains Gallery was designed to tell the story of "Life on the South Plains" from the appearance of the Spaniards, the Comanches, the Comancheros, the military expeditions, the ranchers, the farmers and the development of oil and agriculture, with the concluding installation designed to project history into the future with "Water" and its influence on the South Plains.

"THE THEATRE OF THE SKIES" was opened in 1953 with demonstration of the Spitz Planetarium located in a converted adobe storage building in the rear of the Museum. Guided tours of the Museum galleries and special attractions have been given for an estimated 60,000 adults and public school children since 1950, under the leadership of the Museum staff and Junior League trained volunteers.

The Southwest History Collection, with Dr. Seymour V. Connor as director, has been instrumental in encouraging research and in securing important source material, including the records of the Mator Ranch, The Yaqui Expeditions and the annual archaeological field schools sponsored by the Museum and College have added greatly to the valuable collections owned by the Museum.

"**THE MUSEUM** believes that it is important to the community and the College as a center of popular education and scientific research," Hampton said. "The source of the activity underlying the successful program of the modern Museum has been an enlightened Board of Trustees, a capable though very limited professional staff and enthusiastic volunteers. The well-springs have been Association members whose support, along with that of the College Administration, has made the Museum possible."



TOUR'S BEGIN IN THE WEST TEXAS MUSEUM Freshmen View the Rotunda Mural

A Word About Our Re-modeling Program At The Bookstore

1. Three years ago we opened up our self-service Text book department. The ease of selecting your texts and the saving of time met with instant success because many of you told us so.
2. Late in May we started a remodeling job on the old Bookstore building to make it into a modern, self selection, self-service store. The first phase has been completed. The South portion of the old store will be completed by October 1st.
3. On November 1st we will begin the installation of completely new fixtures that will help you in shopping for your classroom needs. The installation will be completed by the first of the year and by the beginning of the Spring Semester the entire store will be on self-service.
4. We believe, at the completion, of our Remodeling Program, that this will be one of the most modern College Bookstores in the Southwest. Completely Air Conditioned for Summer and Winter to make your shopping a pleasure.
5. Every need for the college student will be housed in this new and modern store. It is dedicated to serve you, the student. Come to see us—where shopping is a pleasure rather than a chore.

Sincerely
Texas Tech College Bookstore
W. C. Cole
Manager

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of Engineering; John Engineering; George Electrical Engineering; Bernier, Industrial Engineering; and Hilbert Martin, Engineering.

DL OF Arts and Sciences Rev. Robert M. Platt and the Harris.

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y Science and Tactics: Andrew W. Bass, Serail Carter and Sergeant Roy Sharp.

GE LIBRARY: Miss Edson, Circulation Librarian; Thomas Sanders, Ass't Circulation Librarian; Leona H. Rasor, Orphan; and Charles Huey, Reference Librarian.

ted Research: Dr. Wil-

legiate Athletics: J. T. Coach; Joe Kerbel, Coach; Don Sparks, Health, Education and Recre-

TORY STAFF Food Mrs. Betty H. Brashears, Fred Bray, Mrs. Laverne, Mrs. Nikki Ragcliffe, Mrs. Hughes, Mrs. Patricia and Miss Jerrie Ivy.

TORY STAFF Supervi- Bayne, Sneed Hall; Phillips, Men's dormitory; William Felten, Thomas Adams Jr., dormitory number six; Mrs. Bosworth, Doak Hall; Sarah Burden, Relief

er: Jerry Porter, Curator

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THE REF AT'S CAFE

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PO 2-9284

Development Head Named New Security Officer Named Last Summer

William H. Butterfield, executive director of the University of Illinois Foundation, has been appointed director of development at Texas Tech.

Butterfield succeeds William R. Crenshaw of Lubbock who resigned last September. As director of development, his appointment is effective as soon after Sept. 1 as he can complete his work at Illinois, Tech officials announced.

AUTHOR of 17 books on effective business letters and public

relations, Butterfield has been executive director of the Illinois Foundation since 1958. Before that

he was a vice president at DePauw University, Greencastle, Indiana.

A native of Norfolk, Nebraska, Butterfield graduated from the University of Nebraska with a bachelor of arts degree in 1933. He earned a master of arts degree at the University of Oklahoma in 1935 and has done graduate work at the University of Pennsylvania, Columbia University, and Harvard University.

He taught business communication courses at Oklahoma University, rising from instructor in 1935 to a professorship and chairman of the business communication department in 1944-46. For one year (1938-39) he was southern field representative for Prentice-Hall, Inc., New York book publishers. From 1946-48 he was educational director of the National Retail Credit Assn. in St. Louis, Missouri.

E. "Mac" McKnight was appointed Tech's new chief security officer last summer.

The former Texas patrolman and Air Force lieutenant is taking a different slant as chief. He will not wear a uniform and will

try mainly to handle public relations.

MCKNIGHT PLANS to spend much of his time with the students talking to them first hand.

"I want to talk over problems and reach an understanding between the students and the patrol," he said.

He went on to say that many of Tech's problems come from misunderstandings.

"YOU CAN'T have a rule without an understanding of it. There are angles to everything and they must be understood. I expect that 85% of the students normally comply with the rules, but the other 15% will have to be watched."

McKnight replaces Foy Addison, who is still serving on the force as a patrolman.

Defeat doesn't seem to bother a woman because she never concedes it.

A stupid boss is what an illiterate secretary should aim for.

Tech Beauty Performs Again

Tech Beauty, famed horse of the Red Raider, will be ridden at Tech football games again this year although the black mare gave birth to a foal on July 14.

The foal is chestnut, with four stocking legs. His mother is black, with stocking hindlegs. No name has yet been chosen for the foal. DR. F. G. HARBAUGH, Tech veterinarian, said the mare probably would be in condition to be ridden again this fall.

Tech Beauty has been ridden at Raider games for the past two years. Her sire was Amigo Man, a stallion owned by the college while the dam was Tech Bonnie, also college property. Tech Beauty was foaled in June, 1954. She has permanent quarterhorse registration.

The foal was sired by Handfull, owned by Gene Smith of Floydada.

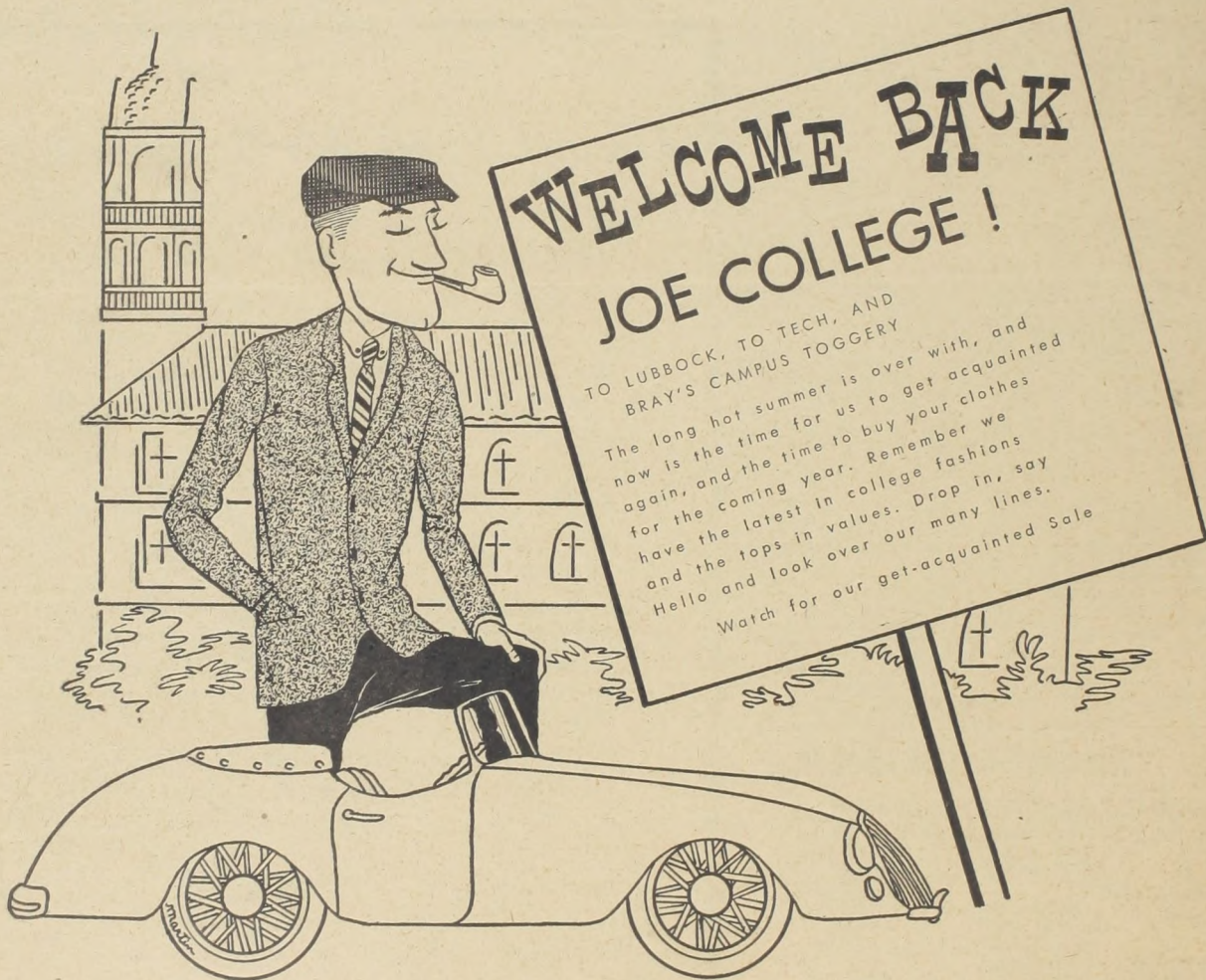
In American political life a lot of revealing exposures and critical reports are compiled and published—and nothing is done about them.

Fidelity has lost all meaning, except in reference to the accurate reproduction of sound.

KOOL ANSWER

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